

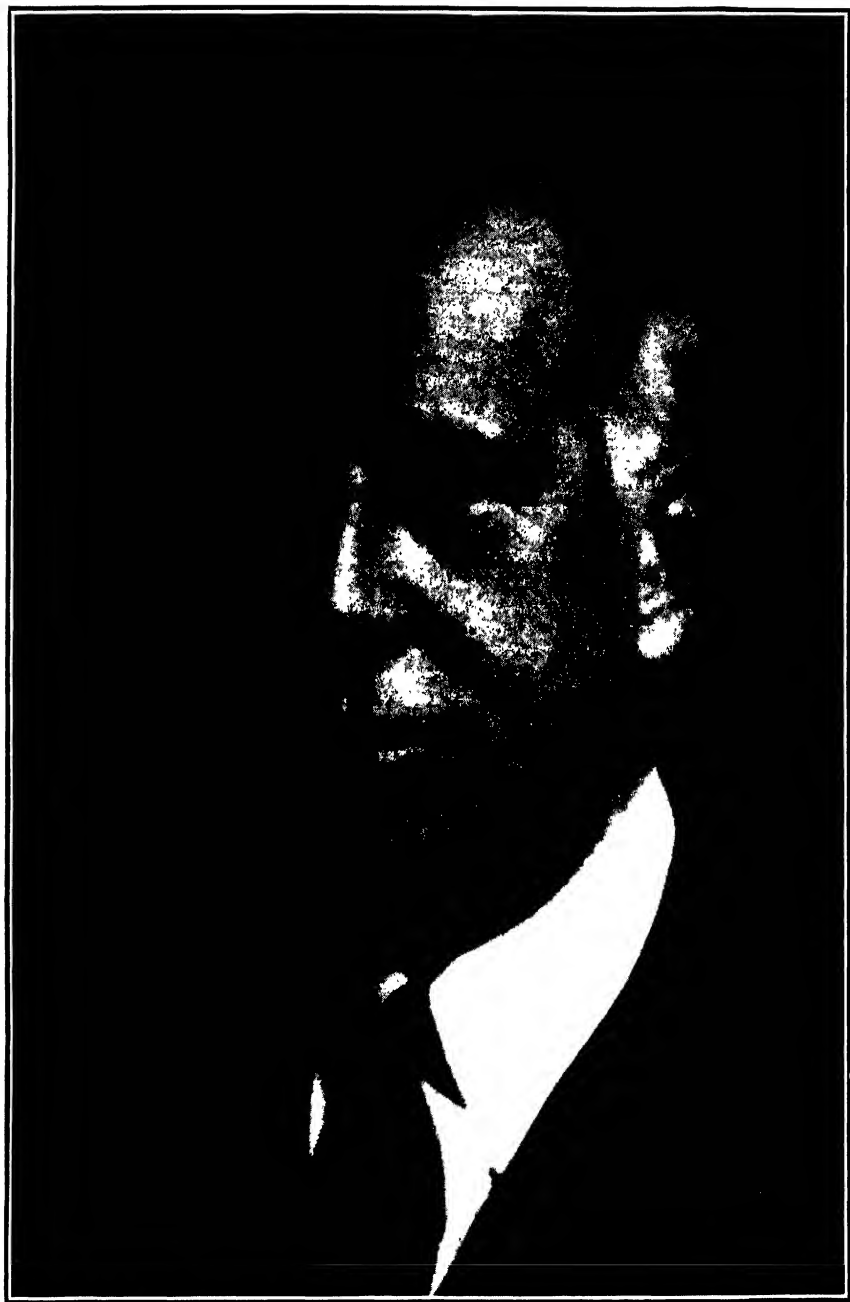


**BRITISH NEWSPAPERS**  
**and**  
**THEIR CONTROLLERS**









VISCOUNT CAMROSE  
*Daily Telegraph & Morning Post*

# BRITISH NEWSPAPERS AND THEIR CONTROLLERS

BY  
VISCOUNT CAMROSE



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## INTRODUCTION

JUST before the war, arising partly out of the Munich crisis, there was a great deal of discussion about British newspapers and their ownership. It was alleged by some people that the British Press was largely controlled by Jews and that unknown international financiers were exercising a secret and sinister influence on our national affairs.

I published an article on the subject in *The Daily Telegraph* and later amplified it into a pamphlet which I called "Newspapers and Their Controllers." The pamphlet seemed to meet a public demand and had a sale of over 40,000.

Last summer, when the control of the Press was once again a subject of popular discussion, I conceived the idea of a book which would embrace a review of the ownership and control of all our morning, evening and Sunday newspapers.

I dropped the idea after the Debate in the House of Commons in October when it appeared that the Government intended to appoint a Royal Commission to report on this subject. Later, when there was considerable delay in naming the members of the Commission, and it looked doubtful whether the Government would proceed with the enquiry, I took the matter up again and decided to publish the results of my researches for the benefit of the public, whether or not the Commission came into being.

\* \* \*

This book is an attempt to give details of the ownership and control of every morning, evening and Sunday newspaper in the country. Beyond allowing myself to indulge in the narration of a certain amount of newspaper history of which I have become possessed in nearly fifty years of life in Fleet Street, I have not attempted to analyse the motives and policies by which these papers are directed ; but so far as actual ownership, combinations and control are concerned I have investigated exhaustively and have found none

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of the mystery or indirect ownership so widely alleged by those who agitated for a Commission. And I would add that the information was all on the surface and required no digging or Sherlock Holmes procedure.

One chapter is devoted to the "Chains," the examination of which is said to be the real motive of the Government in setting up the Commission. It will be a surprise to me if the evidence to be heard by the Commission in regard to the ownership and control of these papers adds anything material to what is printed in these pages.

\* \* \*

I have not attempted to deal with the many hundreds of weekly newspapers scattered through the country. Some of them are allied with morning and evening papers, but the majority are quite unconnected with other newspapers. There are many "groups" inasmuch as, with the march of time, the local weekly has thrown out its branches and produced separate and individual editions for neighbouring towns and districts.

To attempt an analysis of these local weekly newspapers would be a great work and an unnecessary one. They are rendering a fine public service to their areas of population, their proprietors and controllers are well known to the public they serve, and there is nothing I know which suggests for a moment the necessity of further enquiry. For that matter, I hold the same view in regard to the morning, evening and Sunday papers of the country; but it is on them the limelight is to be thrown and it is on their methods and ownership that the agitation which led to the setting up of the Commission is based.

As the terms of reference include Periodicals I have added a chapter dealing with a few of the most prominent organs of opinion. I have also given some details of our News-Agencies.

\* \* \*

I would like to express my gratitude to Messrs. C. Mitchell & Co., Ltd. and Messrs. T. B. Browne, Ltd., for placing at my disposal copies of early editions of the Press Directories published by them.

## INTRODUCTION

Every effort has been made to avoid errors in the many facts and figures here presented. If, despite this care, mistakes have crept in, I hope they will not prove to be too numerous and I tender my apologies in advance. A certain amount of repetition has proved unavoidable but I have kept this to the minimum.

*July, 1947.*

CAMROSE.

*Note.*—This book was largely in the press at the time the Government's decision to reduce the import of newsprint was announced. There will probably be many changes in circulations as a consequence. The figures given here are the latest obtainable up to and including the month of June, 1947.



“ Our vast influential press has known how  
to combine independence and liveliness  
with discretion and patriotism. ”

*Winston Churchill in a speech at  
the Guildhall, 30th June, 1943.*

## CHAPTER ONE

### *Prelude to the Royal Commission*

It might almost be said that the Royal Commission on the Press was born on the 19th April, 1946, or, at least, to change the metaphor, some very healthy seeds were sown for a subsequent reaping. On that day the annual delegate meeting of the National Union of Journalists at Liverpool passed a resolution urging the Government to appoint a Commission on the Press especially to inquire into the

Ownership, control and financing of national and provincial newspapers, news-agencies and periodicals ;

Extent to which the growth of powerful chains of newspapers was creating a monopoly of ownership ;

Ability of independent national and local newspapers and periodicals to withstand increased competition from syndicate companies ;

Influence of financial and advertising interests on the presentation and suppression of news ; and

Dispersion and suppression of essential facts in home and foreign news.

The matter was raised in the House of Commons about ten days later when the Prime Minister was asked if he had considered the resolution, a copy of which had been sent to him. Mr. Attlee's very definite reply was

"I have given my careful consideration to this proposal, which, however, I do not see my way to adopt."

Nearly ten weeks passed and after Mr. Churchill had tabled a motion on the 10th July calling for an enquiry before the B.B.C. charter was renewed, a number of Labour members put down an amendment asking that, in the event of such an enquiry being made, steps should also be taken to investigate the ownership and control of the Press.

As there was some doubt as to whether the amendment could be accepted on the original motion, the following day a motion was tabled in the names of Haydn Davies and Michael Foot with the backing of more than a hundred Socialist members.

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On the 22nd of July Herbert Morrison received a deputation from the National Union of Journalists and promised that he would report their representations to the Prime Minister.

The matter rested there until the 29th of October when Haydn Davies moved his motion. This ran as follows :—

“ That, having regard to the increasing public concern at the growth of monopolistic tendencies in the control of the Press and with the object of furthering the free expression of opinion through the Press and the greatest practicable accuracy in the presentation of news, this House considers that a Royal Commission should be appointed to inquire into the finance, control, management and ownership of the Press.”

After six and a half hours of debate the House decided by 270 votes to 157 that it considered that a Royal Commission should be appointed.

It was not, however, until the 26th March, 1947, nearly five months later, that Mr. Attlee announced in the House the names of the members of the Commission—

|                                 |                                     |
|---------------------------------|-------------------------------------|
| Sir William David Ross          | Miss Eirwen Mary Owen,              |
| (Chairman),                     | John Boynton Priestley,             |
| the Rev. Melbourn Evans Aubrey, | Wright Robinson,                    |
| Neil S. Beaton,                 | Gilbert Granville Sharp,            |
| John Benstead,                  | Sir Charles Geoffrey Vickers, V.C., |
| Lady Violet Bonham-Carter,      | Sir George Alexander Waters,        |
| Robert Charles Kirkwood Ensor,  | Reginald Holmes Wilson,             |
| Hubert Hull,                    | Mrs. Barbara Frances Wootton and    |
|                                 | George Malcolm Young.               |

Lord Simon of Wythenshawe was one of those originally named as a member, but later resigned on his appointment as Chairman of the Governors of the B.B.C.

So far as I know, there is only one member of the Commission who has worked in a newspaper office and possesses a practical knowledge of how a newspaper is produced. That is Sir George A. Waters, for twenty years editor of the *Scotsman*.

R. C. K. Ensor has been writing leading and other articles for the *Sunday Times* for a long time. G. M. Young is a distinguished writer who was for some time a contributor to the *Observer* and now writes for the *Sunday Times*. J. B. Priestley is a Director of the *New Statesman* and has, of course, contributed to many papers. So also may other

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members have done but the only one with what could be called experience of the day-to-day work of a newspaper office would seem to be Sir George Waters.

Another member, Neil S. Beaton, is Chairman of the Scottish Co-operative Wholesale Society. The National Co-operative Society, with which the latter Society is affiliated, is the proprietor of a Sunday newspaper of national circulation, *Reynolds News*, and a number of periodicals.

Mr. Attlee stated the terms of reference for the Commission as follows :—

“ With the object of furthering the free expression of opinion through the Press and the greatest practicable accuracy in the presentation of news, to inquire into the control, management and ownership of the newspaper and periodical Press and news-agencies including the financial structure and the monopolistic tendencies in control, and to make recommendations thereon.”

\* \* \*

Many of the speakers on the Government side in the October Debate had evidently been reading the report of a committee which enquired into the Press of America.

This was a committee or commission set up jointly by Time, Incorporated, publishers of *Fortune*, *Time* and other magazines on the one hand, and the University of Chicago in their capacity as owners of the *Encyclopædia Britannica* on the other. Of the cost \$200,000 was paid by the publishing firm and \$15,000 by the University.

The members of the Commission were appointed, at the request of the two sponsors, by Dr. Robert M. Hutchins, who is the Chancellor of the University. It was composed of thirteen members, described as of “ high intellectual attainment,” who after two to three years of work, produced a Report and “ six book-length subsidiary studies.”

It is interesting to read the analysis of the report of this Commission published by *Fortune* :—

“ Certainly the Report is important. Three years of conscientious attention to the footings of liberty by some of the nation’s top minds is not to be taken lightly. The Report is balanced. Many will find it unexciting. The Commission often presents weighty considerations on one side of a question and then offers equally weighty ones on the other. . . . The Report is meaty, the

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essence of dozens of memoranda, days and days of discussion, long hours of stubborn and elusive thought. . . . The Commissioners are philosophers and obviously not journalists and achieved brevity at great cost to clarity. Statement after statement invites argument or challenge that might have been unnecessary had there been more elaboration.

The Report is difficult. It cannot be absorbed at one reading or completely even at two or three. . . . The Report's most significant passages are in the careful, literal, flat language of the scholar."

The Commission failed to make recommendations of any practical character which were not perfectly obvious before it sat. The references in the Report to the decline in the number of newspapers in America were mentioned several times in the Debate. *Fortune* has pointed out that

"the trend cannot be interpreted except in the light of the development of transport which brings out of town dailies to ever widening areas. It cannot be interpreted except in terms of the rise of weekly news magazines, general magazines, radio news-casting, radio forums, national hook-ups (of radio), and the nationally syndicated column. Competition has not disappeared; its form has changed."

Other newspapers and independent authorities have confirmed this view. It is not necessary to labour the verdict of the Commission further. The general opinion in America seems to be that it is too academic to help the public or the newspapers, and that so far as the Report contains any definite recommendations nothing is likely to happen in regard to them.

Dr. Hutchins has been in this country recently and it is perhaps significant that, according to an official announcement, he was called into consultation by the Commission at one of its first meetings.

\* \* \*

In the course of his speech Haydn Davies, who moved the motion in the House, said :

"I believe that when Lord Northcliffe bought the *Daily Mail* it cost him less than £100,000 and that was in the days before trustification which he himself began a little later. Not long after, the *Daily Tribune* was started and £600,000 was poured into it before the promoters gave up the unequal struggle."

Lord Northcliffe, of course, never "bought" the *Daily Mail*—he started it. It may have cost him £100,000 for plant, buildings, etc., at the outset, but the paper was a

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success from the first number and the amount of money subsequently invested in the larger equipment required for an ever-increasing circulation must have been considerable. But Mr. Davies's inference is amusing. His argument seems to be that Northcliffe trustified the Press and therefore even £600,000 was not sufficient to establish the *Tribune* "not long after."

In point of view of time, "not long after" was ten years. The *Tribune* did not lose £600,000; the total invested was under £350,000 and this included tangible assets which were afterwards sold. The net cash loss was less than £300,000. But Franklin Thomasson, who, with members of his family and some of their business associates, found most of the money, was not a journalistic genius, as was Northcliffe. He knew nothing whatever about papers and he also had some strange advisers.

His first editor was William Hill, who, I believe, had been news-editor of the *Westminster Gazette*. Before the first issue appeared Hill had already caused to be set up in type and paid for several thousand columns of editorial matter, most of which was never used. Hill lasted for some time and was then persuaded to take a holiday in Switzerland. There he received a letter to the effect that the proprietor had decided to engage a new editor.

\* \* \*

The General Manager, or rather the controller, of the paper was Ralston Balch, an American, who was President of a famous dining club of those days, the Sphinx, and one of the wittiest after-dinner speakers in London. He was the Advertising Manager of Scott & Bowne, proprietors of the well-known Scott's Emulsion. In his very early days he had done some newspaper work, but possessed no later experience, and indeed did not resign his advertising job when the *Tribune* was started. He had the ear of Thomasson and was the real power behind the throne for at least half of the eighteen months the paper lasted.

In the first number it was announced that the daily sale would be printed in the paper each day. This rule soon went by the board because the sale was too small to gain the appreciation of the advertiser by printing the figures.

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Afterwards there was an elaborate scheme to deliver the paper direct to the reader every day, largely to cut out the newsagents, but that again did not last long. Balch had many other "bright" ideas but they produced no satisfactory results and the editorial conduct of the paper was just as amateurish. Thomasson told me that he was pressed hard by the Liberal Party to carry on and promised all kinds of support other than financial. Finally he shut the paper down quite abruptly.

The *Tribune* never had a chance from the day on which it was started, and if the *Daily Mail* had been edited and managed in the same way it would have foundered just as soon.

\* \* \*

In the same debate Michael Foot, referring to the Liberal Press said :

"But the *News Chronicle* is very tender about this subject [of amalgamation]. In the last twenty-five years this paper amalgamated with two other newspapers."

Three morning newspapers have been amalgamated with the *Daily News* in recent years—*Daily Chronicle*, *Morning Leader* and *Westminster Gazette*. What happened in regard to these three papers was that they were all losing money handsomely and could do nothing but seek a decent burial in the only other Liberal daily newspaper. It was not the financial resources of the *Daily News* which squeezed them out of existence, or indeed the *Daily News* which sought to take them over. To put it bluntly, they were all failures and just had to go somewhere. I can see no reason for the *News Chronicle* being "very tender" about this subject of amalgamation.

It was mentioned that there were six evening papers in London in 1921 whereas there are only three today.\* The history of the three which have died, and the reasons for their demise, are worth examination. They were the *Globe*, the *Pall Mall Gazette* and the *Westminster Gazette*. But they were all dying on their feet long before 1921. The first Great War gave them a fillip and lifted their sales beyond

\* At the end of the last century there were, at one time, as many as nine London evening papers including the three which survive today. The *Echo*, *Sun* and *St. James's Gazette* are all dead and so are at least two others started in the period before the first Great War.

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all previous figures. But when the war ended they sank back and the end in each case was certain. I doubt whether any one of them had a genuine sale of 30,000 in 1914.

Of the three papers the one with the greatest character, and the one whose disappearance was most regretted, was the *Westminster Gazette*. When the first Lord Astor bought the *Pall Mall Gazette* in 1892 and changed its politics, a number of the editorial staff resigned, including the editor E. T. Cook and J. A. Spender, his chief assistant. The late Sir George Newnes came to the rescue and started the *Westminster Gazette* as a Liberal evening paper with Cook as editor and Spender as a member of the editorial staff. Later Cook resigned to edit the *Daily News* and Spender became editor, a position which he occupied until the paper changed into a morning journal in 1921.

\* \* \*

In some respects the "W.G." was an excellent journal. It had a leader on its front page written by Spender which was read by people of all shades of opinion. When the Tariff Reform battle was raging, its cartoons by F.C.G. (Sir Frank Carruthers Gould) attracted great attention and its literary features were always excellent. But it never was a newspaper which could stand on its own feet. Its normal circulation did not rise above 20,000. The highest figure was 27,000 in the first Great War, when all evening papers sold every copy they printed. It cost Sir George Newnes more than £100,000 and, from first to last, over £500,000 was spent on the "W.G." during its twenty-eight years of life. Yet, except for one of the years of the 1914-18 war, it never showed a balance on the right side.

Why? The answer is supplied by J. A. Spender himself in his book "Life, Journalism and Politics"—the *Westminster Gazette* was not a newspaper. That I remember to have been the invariable criticism in Fleet Street. In this book he said:

" . . . It always irritated me to hear it said that the *Westminster* was not a good newspaper and that it was bought for its articles and not for its news. This was not flattering to the editor and I do not think it was true. *I think it was simply due to the fact that we went to press with our last edition about half an hour earlier than most of our competitors, which was vexatious to journalists relying on the last editions of*



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*the evening papers for the very latest news, but of advantage to our kind of reader who wanted papers delivered at his house by six o'clock.* This was probably an unwise economy since the reputation of newspapers depends largely on journalists, but it was not the news staff which was at fault. For many years it was a regular part of my work to compare the last edition of the *Westminster* with the corresponding editions of its competitors. I seldom found an item of news omitted except for this cause and for the presentment of serious news in a careful and intelligent way with a proper sense of perspective and value, I do not think the *Westminster* staff was easily beaten."

I have italicised the extraordinary admission in this almost pathetic statement. For an evening paper deliberately to go to press half an hour before its rivals and to believe that only journalists "relying on the last editions . . . for the very latest news" would be vexed thereby is to assume an attitude to the reading public which explains beyond all doubt why the *Westminster* was not regarded as a newspaper and why, consequently, it was doomed to the lack of success which always pursued it.

Spender was a brilliant writer, but more than one newspaper has been ruined by the brilliant writer placed in the editor's chair.

The first Lord Cowdray, who was the biggest shareholder in the later days, took it over and changed it into a morning paper. He spent money lavishly and joined in the "free insurance" stunt on a big scale. But though sales reached a quarter of a million or more with this adventitious aid, the paper was not a morning newspaper in the normal sense of the word and never came near achieving a solid readership of any size. In all Cowdray is said to have invested three-quarters of a million in the venture. This, indeed, was another example demonstrating that unlimited money, without the necessary knowledge and experience, cannot make or sustain an efficient newspaper.

\* \* \*

Newspapers have as many lives as a cat. To take the case of another of the six evening papers which existed in 1914, the *Globe*. It lasted for 118 years. It had numerous proprietors but it is doubtful if any one of them extracted a profit from it. In the nineteenth century newspapers were a favourite hobby of the rich men of all parties. When the loss was not too much one rich man succeeded another, as

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in the case of the *Globe*. Most of them had an axe to grind in some form or another, with the result that the paper was unbalanced and inefficient and the reading public refused its support.

To complete the history of the three London evening papers which have died since 1921, the *Pall Mall Gazette* had an ephemeral success in the early days of the 1914-18 war under the editorship of J. L. Garvin but it did not last long. Then it was sold by the late Lord Astor and was finally bought by Sir John Leigh, a rich North-country Baronet who took quite an active interest in its production. A certain amount of circulation was gained but at very great expense and the paper was never an attractive alternative to its rivals. The losses were said to have run to £30,000 or £40,000 a year. In due course Sir John decided he had had enough and the paper was quietly absorbed by the *Evening Standard*.

\* \* \*

Kingsley Martin, the editor of the *New Statesman*, recently published a book called "The Press the Public Wants." In this he said :

During his lifetime Northcliffe acquired some seventy newspapers ranging from the *Times* to *Home Chat* and *Comic Cuts*. . . . He had begun that "tendency to monopoly" which Members of Parliament deplored when they demanded a Royal Commission on the Press in 1946.

The only newspapers Northcliffe bought were the *Times*, *Evening News* and *Sunday Dispatch*. Each of them was in a parlous state at the time he purchased them and each was changed into a successful newspaper by his professional ability and skill. The *Times* was then in a state of rapid decline, with its sale under 40,000 a day. Whatever opinion one may have of his conduct of that journal from a political point of view, it could not have continued to exist if he, or somebody like him, had not become its controller.

The *Evening News* was in the hands of a City financier, who was only too glad to sell it for a sum of under £25,000. As for the *Sunday Dispatch*, then called the *Weekly Dispatch*, Sir George Newnes had struggled hard with it for many years and its lack of success was notorious in Fleet Street.

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The rest of the "seventy newspapers" Northcliffe is said to have "acquired" were all originated and started by him. Furthermore, they were not newspapers at all but periodicals without political opinions or news of any kind. So that if he began "the tendency to monopoly" which has led to the setting up of a Royal Commission on the Press he did it by the exercise of his own creative ideas and energy !

\* \* \*

Mr. Martin himself has had something to do with this "tendency to monopoly." The Commission is to enquire into the affairs of periodicals as well as those of the newspapers. It will therefore be interested in the fact that Mr. Martin's *New Statesman* has amalgamated or absorbed two other papers of a similar character, the *Nation* and the *Week-End Review*. Both these journals existed in independent form for a number of years until the more prosperous *New Statesman* came along and gobbled them up. Now that organ of public opinion has a monopoly position in its own school of politics !

Perhaps J. B. Priestley, who, as I have noted, is on the board of the *New Statesman* and also a member of the Commission, will direct a little enquiry into this monopolistic tendency of his colleague.

\* \* \*

As this book is on the point of going to press, the Commission has announced that all oral evidence is to be heard in private.

The written memoranda of evidence which the principal witnesses are to be asked to submit will be published except such material as is specifically submitted in confidence.

This decision to conduct the examination of witnesses in private is a regrettable one. The grounds for the appointment of a Commission at all were more than flimsy, resting mainly on suggestions of a nebulous character made in the heat of political debate and by the National Union of Journalists. The latter have already submitted oral evidence, but what they have said the world will never know !

This is indeed a curious way of conducting an enquiry "into the best method of ensuring the freedom of the Press."

## CHAPTER TWO

### *London Newspapers and their Associations*

JUST to clear the air, as it were, I have set out in this chapter the names of the London morning, evening and Sunday newspapers and the various divisions and associations into which they fall. The total number of these newspapers is twenty-four.\*

The war brought very little difference to the London newspapers in the way of change in ownership or control and, where such things have happened, I have dealt with the event in the chapters devoted to the individual newspapers.

Before the war there were thirteen London morning newspapers, this figure including two financial papers and one sporting paper. Today the number is less by one owing to the amalgamation of the two financial dailies.

All London dailies of general circulation print editions in Manchester except the *Times*, *Daily Mirror* and *Daily Worker*.

There were, and are, three evening papers.

Pre-war there were nine Sunday papers (besides one or perhaps two devoted exclusively to sport). This number remains the same today. One Manchester Sunday paper, the *Sunday Chronicle*, is now also printed in London and the *Sunday Times*, *Sunday Express*, *Sunday Graphic*, *Sunday Dispatch*, *News of the World* and *People* issue editions in Manchester. All are produced in the offices of the daily papers to which they are affiliated except the *News of the World*. This is printed in the offices of the *News Chronicle*, which has no Sunday paper.

Two London papers increased their price during the war ; the *Daily Telegraph* went from 1d. to 1½d. and the *Times* from 2d. to 3d. ; a number of provincial evening papers increased their published price to 1½d. in the puzzling days of 1940. Others, of equal importance, retained the old price with apparently quite satisfactory results.

\* I am dealing only with ordinary newspapers circulated to the general public and have not taken into account technical papers, such as *Lloyd's List and Shipping Gazette*, and others which, though issued daily, do not circulate in a general way.

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

### MORNING AND EVENING PAPERS

The twelve London morning newspapers can be classified as follows :—

Two higher priced dailies—appealing to the more serious public—

*Times, Daily Telegraph.*

Four dailies of “ mass ” circulation—

*Daily Express, Daily Herald, Daily Mail, News Chronicle.*

Two picture dailies of smaller size—

*Daily Graphic, Daily Mirror.*

One financial daily—

*Financial Times.*

One daily paper representing the Licensed Victuallers' trade—

*Morning Advertiser.*

One Communist daily—

*Daily Worker.*

One sporting daily—

*Sporting Life.*

The three evening papers are the *Evening News*, the *Evening Standard* and the *Star*.

### SUNDAY PAPERS

The nine Sunday papers can be arranged as follows :—

Two appealing to the more serious public—

*Observer, Sunday Times.*

Five normal-sized newspapers of mass circulation—

*Sunday Dispatch, Sunday Express, News of the World*  
*People and Reynolds News.*

Two picture papers of smaller size, also of mass circulation—

*Sunday Graphic, Sunday Pictorial.*

Of the morning papers the *Times*, *Daily Telegraph*, *Financial Times*, *Morning Advertiser* and *Daily Worker* have no connection with any other newspaper.

## LONDON NEWSPAPERS AND THEIR ASSOCIATIONS

Five of the remaining dailies have Sunday papers affiliated to them. The *Sunday Dispatch* is allied to the *Daily Mail*; the *Sunday Express*, as its name implies, is the Sunday edition of the *Daily Express*. The *Sunday Pictorial* is allied to the *Daily Mirror*; the *Sunday Graphic* and the *Sunday Times* to the *Daily Graphic*. The *People* is owned by Odhams, Ltd., which firm also owns 51 % of the *Daily Herald*.

Two Sunday newspapers, the *News of the World* and the *Observer*, have no newspaper affiliations, while *Reynolds News* is the property of the Co-operative Press, Ltd. This firm issues all the publications of the Co-operative movement.

The three evening papers are published in conjunction with morning papers; *Evening News* with the *Daily Mail*, *Star* with the *News Chronicle*, and *Evening Standard* with the *Daily Express*.

### GROUPING AND CIRCULATION OF LONDON PAPERS

|                            |           |                             |                |
|----------------------------|-----------|-----------------------------|----------------|
| Times . . . . .            | 269,779   | Daily Telegraph . . . . .   | 1,015,940      |
| Daily Express . . . . .    | 3,856,963 | Daily Mail . . . . .        | 2,077,542      |
| Sunday Express . . . . .   | 2,574,766 | Sunday Dispatch . . . . .   | 2,059,808      |
| Evening Standard . . . . . | 766,806   | Evening News . . . . .      | 1,649,934      |
| Daily Graphic . . . . .    | 761,668   | Daily Herald . . . . .      | 2,143,556      |
| Sunday Times . . . . .     | 556,703   | People . . . . .            | 4,613,957      |
| Sunday Graphic . . . . .   | 1,154,238 | Sporting Life . . . . .     | 69,546         |
| News Chronicle . . . . .   | 1,623,475 | Daily Mirror . . . . .      | over 3,600,000 |
| Star . . . . .             | 1,073,866 | Sunday Pictorial . . . . .  | over 3,800,000 |
| Financial Times (est.)     | 75,000    | News of the World . . . . . | 7,548,061      |
| Daily Worker . . . . .     | 121,509   | Morning Advertiser (est.)   | 30,000         |
| Observer . . . . .         | 361,367   | Reynolds News . . . . .     | 675,877        |

The circulations given above are those of the last certificate or statement available up to July, 1947. In the case of the *Daily Mirror* and *Sunday Pictorial* they are the figures stated by the Chairman at the annual meetings of the companies owning them. Those for the *Financial Times* and *Morning Advertiser* are estimates.

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

The total circulations of the London papers are as follows: Mornings, 15,574,978; Evenings, 3,490,606; Sundays, 23,344,777; giving a combined total, in round figures, of over 42 million.

Adding the certified sales of the provincial Sunday papers, with an estimated figure for the *Sunday Post*, Glasgow, which is the only paper of the kind which does not publish a certificate, the total for the Sunday papers of the whole country is over 27½ million.

Some of the provincial morning and evening newspapers do not publish their circulations. Making the best estimate one can for these unstated sales I calculate the figure of the provincial morning papers to be 3 million and that of the evening papers 6½ million.

On this basis the total sales of the morning, evening and Sunday newspapers of the United Kingdom amount to approximately 56 million.

## CHAPTER THREE

### *An Analysis of the Groups*

FIRST of all, what constitutes a "group" or "chain" of newspapers? I suppose it might be described as a number of newspapers published in different towns but under one central ownership or control. In that case how many newspapers or towns should there be in such an ownership to qualify for the description "chain" or "group"?

There are four large combinations of this kind which naturally qualify, viz., the Daily Mail Group (Northcliffe Newspapers), Kemsley Newspapers, Provincial Newspapers and Westminster Press. I give below the number of morning, evening and Sunday papers in London and the provinces belonging to each.\*

|                       | <i>London</i> |           |           | <i>Outside London</i> |           |           |
|-----------------------|---------------|-----------|-----------|-----------------------|-----------|-----------|
|                       | <i>M.</i>     | <i>E.</i> | <i>S.</i> | <i>M.</i>             | <i>E.</i> | <i>S.</i> |
| DAILY MAIL GROUP      | 1             | 1         | 1         | —                     | 10        | —         |
| KEMSLEY NEWSPAPERS    | 1             | —         | 2         | 7                     | 9         | 4         |
| PROVINCIAL NEWSPAPERS | —             | —         | —         | —                     | 4         | —         |
| WESTMINSTER PRESS     | —             | —         | —         | 4                     | 9         | 1         |

All these groups also own a number of "local" weeklies published in association with their morning and evening papers.

It will be noticed that both the Provincial Newspapers and the Westminster Press (formerly known as the Starmer group) have no London papers of any kind. On the other hand, the latter has a longer string of local weeklies than any of the other groups.

The Daily Mail group has morning, evening or Sunday newspapers in eleven towns, Kemsley Newspapers in ten, Provincial Newspapers in four and Westminster Press in nine. Provincial also possesses a 49% interest in the evening papers at Hull and Grimsby—the other 51% in both cases belonging to the Daily Mail group, in whose figures these two papers have been included.

To analyse the position a little further, the Daily Mail

\* A detailed list of the morning, evening and Sunday newspapers in each group is printed in the separate chapters dealing with them.



## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

group has a "solus" situation in eight towns, Kemsley papers in seven, Provincial in two and Westminster Press in seven.

There are seven Sunday newspapers published outside London. Kemsley Newspapers has two in Manchester, one in Newcastle and one in Glasgow. The Westminster group has one in Birmingham. The remaining two are the *Western Independent* at Plymouth and the *Sunday Post* at Glasgow.

The Western Morning News Co. has a morning and evening paper at Plymouth, and evening papers in Exeter, Torquay and Penzance, with local weeklies in half a dozen other towns. In each of the four towns named these are the only papers published. Although there are five papers in their ownership against the four of Provincial, I have not included them in the list of chains for the reasons that with one exception, Plymouth, they are published in the smaller towns and have a total sale of under 200,000.

\* \* \*

Then there are other ownerships with a smaller number of newspapers, but with an ownership spread over two or more towns.

Southern Newspapers, Ltd., has evening papers in Southampton, Bournemouth and Weymouth. Portsmouth and Sunderland Newspapers, Ltd., owns evening papers in Portsmouth, Sunderland and West Hartlepool. Presumably both of these firms would qualify as "chains" according to the ideas of some of the critics of newspaper ownership today. All six are "solus" towns, i.e., towns in which no other papers are published.

Again there are the Beaverbrook papers. There are three in London, one each in the morning, evening and Sunday fields. But London Express Newspapers, Ltd., to use their corporate name, also owns the controlling interest in the *Evening Citizen* at Glasgow. That gives it a footing in two different centres. The *Daily Express* is printed in Glasgow and is known there as the *Scottish Daily Express*. Logically it would seem, therefore, that the Express papers might be looked on as one of the so-called "chains."

## AN ANALYSIS OF THE GROUPS

Lord Iliffe and his family hold all the Ordinary shares in the *Birmingham Post* and the *Birmingham Mail*, while they also own the *Coventry Evening Telegraph*. This ownership, again, covers two cities.

The Southern Publishing Co. has a morning and an evening in Brighton, and an evening paper in Hastings.

In Liverpool the two evening papers as well as the morning paper belong to the Liverpool Daily Post & Echo, Ltd. They are the only papers issued there.

In Glasgow the firm of George Outram & Co. owns two morning papers and one evening paper and has a 49% interest in the *Evening Citizen*. The Company also owns, or is interested in, a number of weekly journals published in various parts of Scotland.

I have enumerated all the ownerships outside the bigger "chains" covering two or more towns and also those embracing up to three newspapers. In some of these cases, the editions published outside the town where the ownership is situated are really localised editions of the home paper or represent a natural extension of activities in the same area of the country.

\* \* \*

It has been suggested that the big "chains," by reason of their financial resources, have squeezed out of existence independent newspapers which were unable to continue because of the "high pressure" methods directed against them.

I speak with some knowledge of this matter. I took a major part in the formation of the largest "chain," then known as Allied Newspapers, which is now Kemsley Newspapers, and I am acquainted with the circumstances in which most of the papers, now links in the chains, changed hands. In the formation of the Allied group and of the others, I know of no instance of a newspaper being forced or squeezed out of publication. There were cases when the late Lord Rothermere launched his provincial evening paper campaign in 1928, under the name of Northcliffe Newspapers, where nervous proprietors elected to sell

## *BRITISH NEWSPAPERS AND THEIR CONTROLLERS*

out at a handsome price rather than face new and active competition, but even then the majority of newspaper proprietors who were approached—and nearly every newspaper of consequence received a tempting financial offer—stood firm and defied the threatened competition.

This very extraordinary and unprecedented campaign led to some amalgamations whereby the number of papers in the country was reduced. I have referred to these in subsequent chapters. The main reason for these mergers or consolidations was that the Northcliffe Company in several towns bought up two weak papers and turned them into one strong one. But the happenings in Newcastle and Bristol, of which I give some particulars on pages 68 and 102, show that extravagant expenditure and great financial resources do not always win the day.

\* \* \*

In the Debate in the House to which I have referred one speaker made a comparison of the number of papers in the years 1921 and 1946 in order to illustrate how the big, powerful combines had bought up and killed their weaker rivals. The figures, he said, would “startle the House.” In London there were twelve morning and six evening papers and now there were nine and three respectively. In the last twenty-five years the forty-five morning papers of the provinces had dropped to eighteen and the evening papers in the same period from eighty-eight to sixty-five.

The 1921 Press Directories show the London figures to be correct but for the provinces a somewhat different story is brought to light. One newspaper was producing both morning and evening editions in at least eight different towns within a comparatively small radius—each edition having its own local title. This practice has since been discontinued and the paper now operates under only one heading.

Doubtless this fact misled the speaker into thinking that seven morning and seven evening papers had been driven out of existence. After allowance has been made for these and other abnormal cases, such as papers published but three days a week, the forty-five morning papers of 1921 come down to thirty-five and the evening papers from eighty-eight

## AN ANALYSIS OF THE GROUPS

to seventy-four, a detail which minimises somewhat the "startling" nature of the information.

After commenting on the position in Scotland and Wales he said that nearly half of the morning papers and a quarter of the evening papers had gone. This statement was repeated by Percy Cudlipp, Editor of the *Daily Herald*, in a radio debate, and has been adopted in several other quarters.

A careful search shows that, excluding all sectarian, financial and sporting journals, the morning papers of the United Kingdom, which were sixty-three in 1921, have been reduced to forty-one. The evening papers, which were one hundred, are now eighty-four.†

\* \* \*

That there should be some decrease is surely not altogether surprising in view of the modern trend to larger units in every sphere of life. Newspaper costs mounted steadily during the years between the Wars and competition increased. The London papers established a much wider network of circulation and penetrated areas where they had never been sold before. Their sales increased tremendously and they offered opportunities to the advertiser which could not be obtained everywhere. The *Daily Herald*, virtually a newcomer in the field, achieved a sale of over 2,000,000.

While there are far more readers than there ever were before, the bid for their support has become vastly keener. It is the public which buys the papers and it is the public which decides what it will read and what it will not.

This decrease in the number of newspapers all happened before the war. Since 1939 I do not recall a single casualty in the ordinary newspaper field.\*

Some people think that circulations can be restricted by Act of Parliament and the number of individual papers increased as a consequence. But you cannot make people buy papers they don't want and to maintain an artificial position of that kind you would need a very handsome Government subsidy indeed.

† A full list of present-day morning, evening and Sunday newspapers appears in the Appendix.

\* The *Leeds Mercury* was merged with the *Yorkshire Post* in November, 1939, but both papers were in the same ownership at the time.

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

Other people think that it would be possible to publish papers which carry no advertisements but cost the reader more for his copy. That experiment has been tried in New York. The evening paper, *P.M.*, for six or seven years printed no advertising at all and charged 5 cents against the then customary 3 cents. It was sustained by the seemingly bottomless purse of Marshall Field of Chicago, but the experiment proved a complete failure. Last year *P.M.* found it necessary to abandon the policy and to seek the patronage of the advertiser in the customary way.

When people talk of the "chains" and their influence on public opinion they may be reminded of something which seems not to be realised, and that is this. The circulation of either of two London newspapers, the *Daily Express* with 3,856,963 and the *Daily Mirror* with over 3,600,000, is not so far short of the total of the provincial morning and evening newspapers of the four big groups put together—a figure of just under  $4\frac{1}{2}$  million. Adding a further  $4\frac{1}{2}$  million for the London morning and evening papers in these groups you get a total of 9 million against, say,  $7\frac{1}{2}$  million for the combined circulation of the two papers just mentioned.

The circulation per issue of all the newspapers in the so-called "chains" is roughly  $16\frac{3}{4}$  million which includes  $7\frac{3}{4}$  million for the sales of their Sunday papers.

Those of the *News of the World* at  $7\frac{1}{2}$  million are therefore roughly equal to the total of all the Sunday papers in the groups lumped together. It would appear to follow that if you attack the "chains" you must also attack the "mass" circulations of individual newspapers. And then you open up a very big argument indeed.

\* \* \*

On the 20th March, 1947, it was announced by the *Daily Herald* that Transport House was planning the establishment of a chain of not less than 600 local papers.

Transport House and its adherents, apparently, object to "chains" only when they do not control them. They have no objection to them on principle.

But since the announcement was first made, second thoughts have prevailed. It is now stated that the new papers are not to be newspapers but propaganda sheets, quite a different proposition.

## CHAPTER FOUR

### *The Times*

The *Times* is the property of Colonel the Hon. J. J. Astor as to nine-tenths, while the other tenth belongs to members of the Walter family, the original owners. That is a bald statement of the effective ownership, but legally it is, perforce, expressed in a more complicated way.

There is first the Times Publishing Co., Ltd., which was the company formed when Lord Northcliffe acquired the dominant proprietorship in 1908. That company has an issued capital of £965,000, split into £645,000 in Ordinary and £320,000 in 5 % Preference shares.

Some of the Preference shares are owned by the public, but 98 % of the Ordinary capital belongs to a second company called the Times Holding Co., Ltd. The latter came into being for the purpose of making a partnership between Colonel Astor and the Walter family when the former bought Lord Northcliffe's shares in 1922. The issued capital is £580,050 divided into 50 Priority shares, 1,000 "A" and 9,000 "B" Ordinary shares, and 570,000 Preference shares, all of £1 each. Colonel Astor owns the 9,000 "B" shares and 513,000 Preference shares. John Walter has, in his name, the 1,000 "A" shares and the balance of the Preference capital, 57,000 shares. The company has outstanding £700,000 of 5 % Income Debenture Stock.

The Priority shares are entitled to a dividend of £1 10s. od. per annum free of tax and would not appear to have any other interest.

The "A" and "B" shares have one vote each. There is this proviso, however, that in the event of a proposed sale of the paper, or the liquidation of the company owning it, the "A" shares have nine votes each, which gives the holders of "A" and "B" shares, i.e., Mr. Walter and Colonel Astor, equal voting rights in either of these events. The Articles further provide that in the event of an equality of voting, the Chairman of the meeting has a casting vote.

The Times Publishing Co., Ltd., as the name implies, publishes the paper and does the trading. Profits have ranged through the years from a high of £331,592 in 1929 to a low of £3,153 in 1932. The Preference shares are

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

entitled to 1 % extra whenever the Ordinary dividend exceeds 6 %. For the past five years the dividend has been 5 % free of tax. In 1929 and 1930 there was a payment of 15 % free of tax, followed by a gross dividend of 10 % in 1931. In the two subsequent years of depression no dividend was paid and the same thing happened in 1938-39, 1939-40, 1940-41. In other years the dividend ranged from 5 % to 10 % gross.

So large a proportion of the revenue of the *Times* is derived from the insertion of Company Meeting Reports, Financial Prospectuses and other City announcements that its prosperity depends considerably on whether the world of finance is active or not. To a large extent the dividends stated above reflect the state of business in the City during the years mentioned.

\* \* \*

In the Balance Sheet of the Holding Company the cost of the shares which it owns in the Times Publishing Co. is given as £1,583,491, and this is its sole investment. The dividend received from this investment in the past five years has been approximately £70,000. In these years, after paying the interest on the Debenture stock, there has been sufficient to pay 5 % on the Preference and in 1945 a maiden dividend of £4,000, followed in 1946 by £5,000, both free of tax on the Ordinary shares. In most of the years since 1926 the Debenture interest was paid in full but the Preference shares were without a dividend for some ten years.

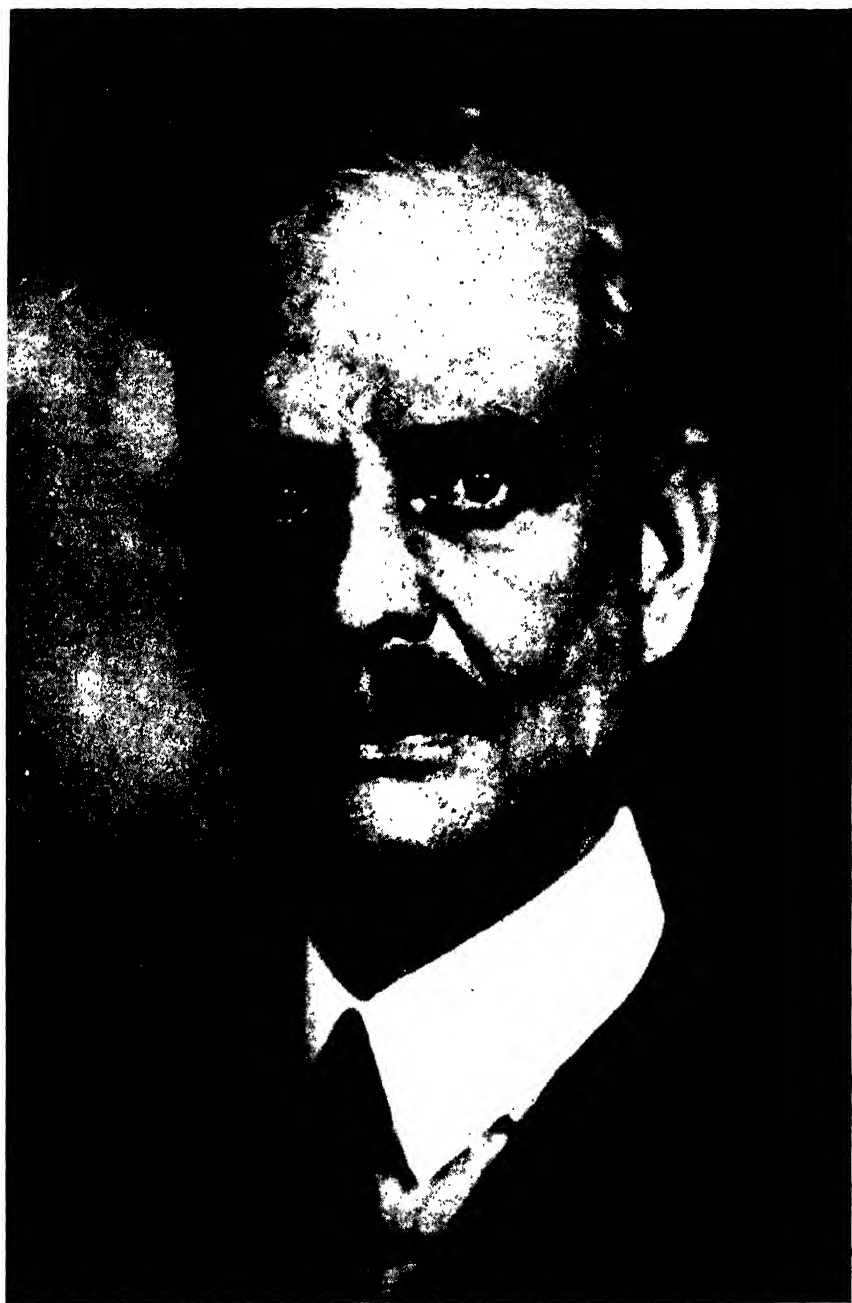
On the other hand the Debenture stock, originally £1,000,000, has been reduced to £700,000. At the same time the Publishing Company has retained a fairly large portion of its profits and is in a strong financial position.

Colonel Astor's nine-tenth's interest in the *Times* is said to have cost him over £1,350,000. It is doubtful whether he has received, over his twenty-five years of ownership, 2½ % on the money.

In common with one or two other papers any change in ownership is subject to certain restrictions. If the *Times* has to be sold for any reason whatever, the transaction must be approved by Trustees appointed for the purpose. These







COLONEL THE HON. J. J. ASTOR  
*Times*

## THE TIMES

Trustees are : Lord Chief Justice of England ; Warden of All Souls College, Oxford ; President of the Royal Society ; President of the Institute of Chartered Accountants ; Governor of the Bank of England.

\* \* \*

The story of Northcliffe's purchase of the *Times* was full of intrigue and counter intrigue. Arthur Walter printed an announcement in the paper stating that negotiations were in progress whereby the *Times* newspaper was to be formed into a limited company with himself as Chairman and C. Arthur Pearson (at that time the principal proprietor of the *Daily Express* and the *Standard*) as Managing Director, who would "reorganise the business management."

This was on the 7th January, 1908. Some eleven days later there appeared another statement which said that what had been printed previously only referred to "certain negotiations" and went on to say that no decision as "to the mode or terms of any such sale" of the *Times* had been decided.

Chancery proceedings followed and finally on 17th March there appeared the following formal announcement :

"His Lordship Mr. Justice Warrington yesterday made an order sanctioning an agreement under which a company will be forthwith formed to take over the business of the publication of the *Times* newspaper and the undertakings carried on in connection therewith. Mr. Walter will be Chairman of the Board of Directors, which will consist solely of existing members of the Staff—Mr. George Earle Buckle, Mr. Valentine Chirol, Mr. William Flavelle Monypenny, with Mr. Moberly Bell as Managing Director. No shares will be offered to the public.

"There will be no change whatever in the political or editorial direction of the paper, which will be conducted by the same Staff on the independent lines pursued uninterruptedly for so many years."

What had happened behind the scenes was that Moberly Bell, the Manager, had manœuvred Pearson out of the picture and Northcliffe into it. The ordinary reader of the paper was entitled to assume on reading the official announcement that there had been no changes of any kind except of a purely formal character. Actually at that moment Moberly Bell had lying to his credit at the Bank of England the sum of £320,000 received from Northcliffe in payment for the controlling interest in the new company which was about to be formed.

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

The fiction that there had been no change in control or ownership was maintained in a formal way for a number of years. Northcliffe's name did not appear on the share register until 1912 and he did not become a Director until 1916. While there was some sort of understanding that he would confine his attention to the business side, as events turned out it was a comparatively short time before he was in full control of the paper in every respect.

\* \* \*

At the time, the paper was sold at 3d. and had a sale of less than 40,000. Northcliffe reduced the price to 2d. in 1912 and the sale rose by 10,000. In the early months of 1914 he dropped the selling price to 1d. and the circulation jumped to 165,000. Wartime conditions induced varying prices of 1½d. and 2d. and in 1918 the *Times* was again selling at 3d. with a circulation of 120,000. In 1922 the price was brought down to 1½d. and it was claimed that the sale then rose to over 200,000.\* If so it did not maintain that figure long and was some distance below it in subsequent years. But it revived again in the years preceding the second Great War and in 1939 was just over 200,000.

Like many other papers the *Times* has benefited by the semi-release of newsprint which took place in September, 1946, and in December the sales had increased to 269,779, a very remarkable achievement for a newspaper, however well-esteemed, priced at 3d.

During the war Geoffrey Dawson, who had been the editor for many years, with a short interregnum during the Northcliffe régime, handed over the reins to Robert Barrington Ward. The new editor is one of four remarkable brothers, each of whom achieved distinction in the sphere which he chose for himself. It is understood that Mr. Barrington Ward has been given the same editorial control as that accorded to his predecessor, and Colonel Astor continues to confine his activities to the business side.

In addition to the *Times* newspaper the company owns the following publications—*Times Literary Supplement*, *Times Law Reports*, *Times Review of Industry* and *Times Educational Supplement*. It is also the proprietor of the *Times Book Club*.

\* I am indebted for these figures to "The World Press," by Wickham Steed.

## THE TIMES

The *Times* was first produced in 1785 as the *Daily Universal Register*, changing its name to the *Times* on the first of January, 1788. Since the *Morning Post* was amalgamated with the *Daily Telegraph*, it has become the oldest London daily newspaper.

\* \* \*

The Directors of the Times Publishing Co. are Colonel the Hon. J. J. Astor, John Walter, Sir Campbell Stuart, Sir Harold Hartley, John Walter, Junr., the Hon. David Bowes-Lyon, Lord Brand, Sir Miles Graham and Laurence H. F. Irving. The Board of the Holding Co. is identical.

\* \* \*

One of the reasons advanced by members of the Socialist party for an enquiry into the newspaper press of the country is that the public should be informed who owns the newspapers and what are the other ramifications of those owners. If at this enquiry Colonel Astor was asked what directorships he holds apart from that of the two companies owning the *Times*, he would reply that he was a Director of the Great Western Railway, Hambros Bank, Barclays Bank, London Guarantee and Accident Co., and the Phoenix Assurance Co. The questioner would, of course, discover nothing new. By consulting in advance the Directory of Directors he would not have needed to put the question. Most of Colonel Astor's colleagues, viz., Lord Brand, Sir Campbell Stuart, the Hon. David Bowes-Lyon, Sir Miles Graham and Sir Harold Hartley are Directors of various industrial and financial companies, the last-named being the new chairman of B.O.A.C.\*

\* There are few other London proprietors or directors who hold directorates outside newspaper companies and their associated interests. Lord Rothermere is a Director of the Gaumont British Picture Corporation and the Daily Mail and General Trust. Laurence Cadbury, Chairman of Daily News, Ltd. (which company owns the *News Chronicle*), is Chairman of the family business of that name, and his colleague Lord Layton, is a Director of the National Mutual Life Assurance Society. A. G. Cousins, the Chairman of Odhams Press (owners of the *People* and a 51% interest in the *Daily Herald*) is Chairman and Managing Director of the Investment Registry, Ltd. Brendan Bracken, Chairman of the *Financial Times*, is also the Chairman of several City companies, and Philip G. Dunn, Chairman of the *News of the World*, is a Director of Transport Services Co.

## CHAPTER FIVE

### *Daily Telegraph and Morning Post*

THE birth of the *Daily Telegraph and Courier* in 1855 signalled the beginning of a new era in newspapers. It followed immediately upon the abolition of the newspaper stamp duty and the impost on advertisements, and the paper was priced at twopence as compared with the fivepence charged by the other London dailies.\*

A Colonel Sleigh was the progenitor of the paper but his finances failed after a few months. The paper had been printed by Joseph Moses Levy and when Sleigh was unable to pay the bill it became the property of the printer. Levy was already interested in newspapers, being the owner of the *Sunday Times*, and he had a son named Edward who had adopted journalism as a career and was working on that paper.

In those days there was apparently a habit of binding weekly bills of expenses in the annual volumes. More than sixty years later, when Edward, now Lord Burnham, died, I sent to his son, the Hon. Harry Lawson, two or three of the weekly bills of expenses rendered by his father as a young reporter on the *Sunday Times*.

\* \* \*

The new proprietor acted quickly and decisively. Almost immediately the price was reduced to one penny, the *Daily Telegraph* thus becoming the first London daily newspaper to be issued at that price. It was followed by the *Standard* in 1858. Several other penny dailies were established later but no London daily paper started between 1855 and 1896, when the *Daily Mail* was born, survives today. The *Daily Graphic* predated the *Daily Mail* but was absorbed by the *Daily Sketch*. The name has since been revived and the title of the *Daily Sketch* has given way to that of the *Daily Graphic*.

Joseph Levy, although a man of some substance and a printer in a fairly large way, did not constitute himself the sole proprietor. He took his brother and his son into the partnership. He also sold an eighth share for £500 to a

\* In the first number it was stated that the sale of the "diurnal press" of America amounted to 5,000,000. Furthermore, that the consumption of newsprint in that country was 130,000 tons per annum or 13½ lbs. per capita. In Great Britain the figure was 80,000 tons or 4½ lbs. per head of population. Pre-war the consumption here was 1,200,000 tons. Today it is just over one-third of that amount.

man named George Moss, who is said to have been the superintendent of the machine department of his printing business. His successors retained their eighth share right down to 1928 when the paper changed hands. Rarely has an investment of £500 earned a richer reward !

Levy's brother, who had taken the name of Lionel Lawson for professional reasons, owned half the paper, J. M. Levy a quarter, Edward Lawson (first Lord Burnham) an eighth, and Moss an eighth. There is no evidence of any further money being invested beyond that put up by the original partners.

\* \* \*

Some eighteen months after its birth the word " Courier " disappeared from the title and the paper was thenceforth known as the *Daily Telegraph*. It was then published from offices opposite St. Clement's Dane Church a few doors from where Carr's Restaurant in the Strand stands today.

Under a new and enterprising control the paper started to gain readers and within twelve months had a sale of nearly 30,000, a large figure for those days. Three years later, such was the progress made, it was claimed that the *Daily Telegraph* circulation

" is greater than all the other morning papers put together, and consequently it is at the head of the London daily press."

In 1860 the morning *Chronicle* was incorporated.

The progress continued, and in the eighties the paper printed every day the statement

" Largest circulation in the world. The sale of the *Daily Telegraph* amounts to an average which, if tested, will show an excess of half a million copies weekly over any other morning paper."

No figures were ever issued to substantiate this claim but there is every reason to believe that it was true. In any case it was not challenged until the coming of the *Daily Mail* in 1896. It was then altered to refer to penny papers only and continued to appear in that form for a number of years.

There were, at times, large sales of the morning papers in those days. At the time of the Franco-Prussian War the *Daily News* was in great demand and is said to have risen from 50,000 to 200,000 while the war lasted. Similarly the *Daily Telegraph*, according to the office records, touched 300,000 in 1888.

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

Edward Levy, who assumed the surname of Lawson in addition to and after that of Levy by Royal Licence in 1875, and who had become the editor of the paper shortly after his father had acquired it, was a man of outstanding flair as a newspaper conductor. It is to him that the original success of the *Telegraph* was due. He was enterprising and discerning. He knew what he wanted and gathered round him what was easily the most brilliant staff of the day. Many famous writers were on the paper. Its contributors on politics, the arts, sport and particularly racing, were outstanding and its foreign and war correspondents equally prominent. The *Telegraph* blazed a new trail in its presentation of news, its more humanised grip of life and in its spirited enterprise in many directions. It was Lawson who, in conjunction with the *New York Herald*, sent Stanley to the rescue of Livingstone, and his correspondents roamed the world in search of news in a manner no other paper had attempted before.

I do not propose to give here a history of the *Telegraph* but there can be no doubt that Edward Lawson was the originator of morning journalism as we know it today.

\* \* \*

In 1896, when Northcliffe founded his *Daily Mail*, Lawson was an elderly man with many outside interests and not the concentrated energetic personality of his earlier days. If things had been otherwise it is doubtful if the former's success in the daily field would have been so easily achieved. Several of Northcliffe's intimates who have written about him have said that he would have liked to own the *Daily Telegraph*. In his earlier free-lance days he contributed short news stories, and in later days claimed to have written a number of leading articles for the paper.

Lawson was created a Baronet in 1892 and a Baron (as Lord Burnham) in 1903. He died in 1916 at the age of eighty-three. Two years before his death he was presented with an address signed by over 250 journalists from all over the world in which he was hailed as Father of the Press and doyen of his profession.

\* \* \*

Harry Lawson, his son, who succeeded him, had not the

journalistic flair nor indeed the same interest in newspapers that his father had. He was a Member of Parliament at an early age and concerned himself perhaps more with public causes than he did with the paper. The *Daily Telegraph* remained a successful property but it had not the push and drive of former days and, although it emerged from the first Great War as one of the most respected newspapers of the country, its path was downward and not up. In 1922, to improve the quality of the printing, the old printing plant was thrown out and new machines installed involving a very substantial amount of capital. But the new Lord Burnham, against all advice, insisted that they should be made to produce the same size of page as before, which meant that the column measurement was two or three inches longer than that of any other London daily. The printing was improved but the old clumsy-looking page, difficult to handle and read, remained. The sales continued to drop until in 1927 they were no more than 84,000.

For many years the *Telegraph* had been the most popular medium in the country for classified advertisements of all descriptions. Despite the smaller readership it still held this position and today its domination in that field is more pronounced than ever. Lack of newsprint made matters very difficult in this connection in wartime and there were always thousands of these advertisements waiting for insertion. A policy of printing them in alternate copies of the paper was then adopted and is still in operation. Nevertheless there are today always ten or twelve thousand of such announcements, expressing the needs of as many people, for which space is not immediately available.

This system has since been adopted by the *Times*, *News Chronicle*, *Manchester Guardian*, and a number of other papers.

\* \* \*

Lord Burnham (he was now Viscount Burnham) accepted a seat on the Simon Commission in 1927 to go to India in the following year. The paper was owned in sixty-fourth shares after the practice sometimes adopted in the case of ships. These sixty-fourths mainly belonged to family trusts, the only outsiders being the descendants of the partner Moss, whom I have previously mentioned.



## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

Burnham owned some shares personally but he was also the controlling proprietor with absolute power. Indeed, until super-tax was brought in the other proprietors did not know what the profits were, their knowledge on this subject being confined to the dividend cheques sent them every three months.

Having regard to the position he occupied as absolute controller, his age and his approaching absence from this country for some considerable time, Burnham decided to sell. If anything happened to him the question of control would have to be decided by the Courts and he had the memory of the troubles caused to the *Times* by a similar set of circumstances some years before.

I was at that time editor-in-chief of the *Sunday Times*. Burnham wrote me a letter saying that he had noticed the progress of that paper and wondered whether I would be interested in trying my hand with a daily newspaper of the same character. After, I think, two interviews, terms were arranged and my brother, Lord Kemsley, and I, in conjunction with Lord Iliffe, became the proprietors on 1st January, 1928. No overtures were made in any other direction and I understood that, had we not bought, Burnham had definitely made up his mind to call all those interested together and to put before them proposals whereby the ownership would be reorganised in quite a different way.

\* \* \*

A few days before taking over I addressed a meeting of the entire staff in the Memorial Hall, Farringdon Street, with Arthur Watson, Managing Editor, in the Chair. Mr. Watson, I am glad to say, still occupies that post.

The Burnham family had been most generous employers and their list of pensioners was a long one. Indeed it was always said in Fleet Street that once you got on the staff you remained for life unless you discharged yourself by outrageous conduct of some kind. Lord and Lady Burnham were both in tears at the meeting and a number of the staff were in the same condition. To many of them the future seemed black as they had no knowledge of what violent changes the new proprietors might have in mind. Happily

there were none of that character and those made were gradual and not drastic at any time.

I persuaded Colonel Fred Lawson (now Lord Burnham) to remain as General Manager.\* He had been on the paper for a number of years and knew everything there was to be known about the *Telegraph*. Incidentally it used to be said that he was one of the few people who really knew their way about the old extensive but mystifying buildings and that when his uncle attempted to show visitors round he always lost his way !

If he had succeeded to the control, instead of his uncle, I doubt very much if the *Telegraph* would have ever reached the position where a sale was necessary or desirable.

\* \* \*

The history of the paper since 1928 is well known. With improvements made in a gradual way the circulation reached just under 100,000 while still published at 2d. On 1st December, 1930, a few months after new plant had been installed and the page size modernised, the price was reduced to 1d. As between Saturday, 29th November, its last issue at 2d., and its appearance on the following Monday at 1d., there was not a single change in character, arrangement or size—the paper was exactly as it was before in every respect except that the price had been halved.

It is true that between 1928 and 1930 the staff had been re-arranged and re-instructed, as it were, and also increased, but this had all happened months before the change of price.

The sale practically doubled itself in one day. At the time the popular dailies were engaged in a fierce circulation war. They were offering not only free insurance but gifts of all kinds to new readers. Nevertheless with all this competition and no extraneous inducements of any sort whatever the *Daily Telegraph* attracted 100,000 new readers in one day. Obviously there were many people who were willing to pay 1d. for a paper like the *Telegraph* who would not or could not pay 2d.

Without the aid of gifts and the treatment of news in a sensational or dramatised fashion, the growth of a newspaper must be more gradual than that of journals who employ

\* Lord Burnham is now Managing Director, having been succeeded as General Manager by G. P. Simon.

both these methods. Equally true it is that a paper with what might be termed serious appeal invites the support of a less numerous section of the public. Still, through the years from 1930 to the outbreak of war, the *Telegraph* improved its sales every year until in 1939 they had reached over 750,000.

In 1937 the *Morning Post* was absorbed and most of its 100,000 readers retained. The oldest newspaper in London, it had attained a prominent position under the control and ownership of Sir Algernon Borthwick, afterwards made Lord Glenesk, the first newspaper proprietor to enter the House of Lords. On his death in 1908 the paper passed to his daughter, Lady Bathurst, and was continued by her in most spirited fashion for a number of years.

During the first Great War the price had been increased to 2d. In 1926 it was reduced to 1d., but the circulation failed to respond sufficiently to gain adequate advertising patronage. Thereafter it was a losing fight. In 1924 Lady Bathurst sold the paper to a company of which the late Duke of Northumberland was Chairman and the largest individual shareholder. H. A. Gwynne, formerly editor of the *Standard*, went to the *Morning Post* in a similar capacity in 1911 and remained as editor to the end.

Mr. Gwynne's valedictory article, published in the last issue, on 30th September, 1937, tells the story of its later days.

#### FAREWELL AND HAIL!

It will be seen from the announcement on another page that the *Morning Post*, as a separate paper, appears for the last time in the present issue.

Henceforth, it will be combined with the *Daily Telegraph*, thus closing a life story which has extended continuously for more than a century and a half.

For a long time the *Morning Post* has fought a losing battle. In the fierce stress of present-day competition new readers have been difficult to get and the advertising revenue has suffered accordingly. This has told its story in a steadily increasing annual deficit, culminating in the year ending 30th June last—a year in which financial and industrial conditions showed a decided turn for the better—with a loss of over £40,000.

The high costs of production which a London daily newspaper must face today—costs which are shortly to be magnified by a steep rise in the cost of newsprint and by other causes—and the ever-increasing service which is demanded from a modern news-

## DAILY TELEGRAPH AND MORNING POST

paper, militate heavily against an organ whose appeal is necessarily a limited one.

In the light of these facts, the continued publication of the *Morning Post* as a separate newspaper presented difficulties which it has been found impossible to overcome.

The control of the combined *Daily Telegraph and Morning Post* by Lord Camrose assures the continuance of clean and responsible journalism, in an independent newspaper, unassociated with any combine. Amalgamation with the *Daily Telegraph* assures the necessary resources and experience which have enabled that paper to make such remarkable strides in the last ten years, and which will continue to be exerted in the interests of the *Daily Telegraph and Morning Post*.

Mr. Gwynne thoughtfully added to this part of his article.

“The utmost consideration has been shown to the staff with the result that, apart from those who are being pensioned, chiefly at the expense of the new proprietors, nearly half of the present members are being given positions on the combined paper.”

It is worth recalling that there was a paper called the *Telegraph* in 1798. It was bought by, and amalgamated with, the *Morning Post* !

\* \* \*

The number of newspaper readers has substantially increased during and since the war but there is not much evidence that there is any change in public taste. The mass circulations, as they are sometimes called, are considerably larger than they have ever been. As compared with 1939, the *Daily Express* has put on 1,300,000, the *Mirror* more, and the others, with a few exceptions, have made lesser, but still substantial, gains. Some of the Sunday papers have made very large increases indeed.

The *Telegraph's* figure was 756,285 in the last month of peace and that of the *Times* just over 200,000. Today the first-named is 1,015,946 and the *Times* about 270,000, each having increased by approximately 33%. All the four “popular dailies” have, of course, much larger sales than the *Telegraph* and so long as this paper retains its present character it can hardly hope to rival them in that respect. But a circulation of a million a day for a quality paper certainly marks a high-water level in the history of such papers.

A chartered accountant's statement of the number of copies sold of the *Daily Telegraph* in the previous month is

regularly published in the paper. Only one other London morning paper, the *Daily Express*, has adopted this practice.

During the war, in order to maintain the character of the paper, the *Daily Telegraph* utilised its ration of newsprint to print more pages even though this meant at the time the loss of over 200,000 readers. On the other hand, the costs of production made it necessary to increase the price to 1½d. at which figure it still remains.

\* \* \*

The *Daily Telegraph*, Ltd., is a private company with a capital of £240,000. This sum, of course, comes nowhere near the actual amount of money employed nor does it approach the sum paid for the paper when it changed hands. Indeed the new buildings erected since 1928 cost considerably more than double that figure, to say nothing of the entirely new and very much enlarged plant.

The Preference capital formerly owned by my previous partners is now held by other interests controlled by me, but the whole of the Ordinary shares and the bulk of the Preference shares belong to myself and my family. With the exception of the present Lord Burnham, who was made a Director a few years before the war, the Directors are all members of my family. During the war, in the absence on service of all the other Directors except myself, Lady Camrose became a Trustee Director and remains on the Board today. My two sons, Seymour Berry and Michael Berry, are now associated with me in the conduct of the paper. They are also the owners of all the Ordinary capital, but under the Articles of Association of the Company I am Chairman and Editor-in-Chief for life or for as long as I choose to retain those positions.

\* \* \*

As a personal note I would add that I have been in newspaper work all my working days and have served in nearly every branch of newspaper production except the mechanical side. I started my journalistic life at the age of fourteen on a local paper called the *Merthyr Times*. I came to London in 1898 and worked on a number of papers until 1901, when I founded the *Advertising World*, the first paper of the kind in this country.

Shortly afterwards I took my brother, Lord Kemsley, who is four years my junior, into partnership and together we were later concerned in a number of periodicals, acquiring our first newspaper, the *Sunday Times*, in 1915. Following the first Great War our interests were extended in a number of directions and we remained as partners up to the year 1937.

As I have written elsewhere in this book, I was, from the formation of Allied (now Kemsley) Newspapers in 1924, until 1937, Chairman of that group. I was Chairman of the Financial Times, Ltd., until 1945 when I disposed of my interest to the Financial News. Today I am not concerned with any other daily newspaper, but I am the Chairman of the Amalgamated Press, a firm which confines itself entirely to the publication of weekly and other periodicals of a non-political character and which also owns a majority of the Ordinary shares in Kelly's Directories, Ltd. The Associated Iliffe Press, which publishes a number of technical and trade weekly and monthly journals, is a subsidiary of that company.

The Amalgamated Press is the owner of all the Ordinary shares in the Imperial Paper Mills and has other important investments outside this country.

\* \* \*

At one time I was a Director of a number of public companies, mainly connected with steel and coal. But this was always as an associate, and later as a trustee, of my brother the late Lord Buckland, who had large interests in these industries. The *Daily Worker* has often stated that I made a large fortune in coal and steel and used this fortune to acquire newspaper properties. I have never issued any contradiction, but the truth is entirely the reverse. My position in the newspaper world, and that of my younger brother, Lord Kemsley, was well established before I had any connection with other companies. We made a profit—not a very large one—out of our association with steel companies, but as far as coal is concerned we are, on the whole, losers. Lord Kemsley and I, in association with our elder brother, invested a considerable sum to keep going some collieries near our native town of Merthyr Tydfil. We succeeded for a while but lost money in the effort. After

## **BRITISH NEWSPAPERS AND THEIR CONTROLLERS**

Lord Buckland's death we invested further money in one of these companies. It is still there, no dividend has been paid and the capital value receivable from the Government is not likely to show a profit. In other words, we would have been richer men today if we had never made an investment in colliery enterprises.

I do not know that this statement is of any general interest but, in view of the *Daily Worker's* frequent references to the matter, I have taken the opportunity of putting the issue on a more accurate basis.

## CHAPTER SIX

*Daily Express*

*Sunday Express*

*Evening Standard*

*Evening Citizen, (Glasgow)*

THE *Daily Express* was founded in 1900 by the late C. Arthur Pearson, later described by Mr. Winston Churchill as "the Champion Hustler of the Tariff Reform League." Pearson bought the *Morning Herald*, originally the *Morning*, and afterwards the *London Morning*. The first name given to the new paper was the *Daily Express and Morning Herald* but the latter part of this title soon disappeared.

When the Tariff Reform battle started Pearson was the head of a syndicate which bought the morning *Standard* in 1904 for £300,000. With the purchase went the *Evening Standard*, which published every day a full list of Stock Exchange prices and was largely purchased on that account. Pearson installed as editor H. A. Gwynne, who later became the editor of the *Morning Post*.

In 1905 Pearson amalgamated the *St. James's Gazette*, in which he had had an interest for several years, with the *Evening Standard*. Some five years later both the morning and evening paper were sold to a syndicate which included the first Lord Faringdon and Davidson Dalziel (afterwards Lord Dalziel, of sleeping car fame). The *Standard*, in due course, died and the *Evening Standard and Gazette* was sold to Sir Edward Hulton in the early days of the first Great War. The latter is said to have paid £50,000 for the paper, which gives some idea of the value of one of the many evening papers of that day.

\* \* \*

The *Daily Express* did not achieve anything like the immediate success of the *Daily Mail* and its existence was a precarious one for many years. Pearson produced grandiose plans and showed some prevision of what was going to happen in later years. The paper was widely advertised under three titles, the *Daily Express*, the *Midland Express* and the *North Express*. There was also a special edition for Lancashire. At the time of its birth it had the distinction of being the only London daily to print news on the front page.



## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

But the going was hard, progress was slow and expensive and success a long time coming. Pearson's eyesight went and, in or about 1912, he sold out and retired. The Lawson-Johnson family of Bovril renown were among Pearson's partners, and in 1913 they, and perhaps other holders, sold a substantial interest to Lord Beaverbrook, then Sir Max Aitken, M.P.

\* \* \*

Lord Beaverbrook, I should judge, has always had a hankering after newspapers, and I believe I am right in saying that he had an interest in a newspaper in Montreal before he came to reside permanently in this country. Shortly after his arrival here he became the owner of the evening *Globe*. He disposed of this paper to the late Mr. Dudley Docker before acquiring shares in the *Daily Express*.

He took a certain amount of interest in the conduct of the *Express* from 1913 to 1915 but for the major part of the first Great War the paper was conducted by Ralph D. Blumenfeld, who had been the editor for a number of years. Indeed, it may be fairly said that it was only through the great tenacity and resourcefulness of "Blum," as he was known in Fleet Street, that the paper survived its early days. "Blum," while still holding the chairmanship of the Express Company today, retired from active work a dozen years or more ago, and has lived a quiet and secluded life in Essex ever since.

\* \* \*

With the end of the first Great War Lord Beaverbrook took active control of the paper, a control which he has maintained vigorously ever since. In the passing of the years he added to his share holding until at one time he owned directly or indirectly nearly one hundred per cent. Some years before the war a number of shares were placed on the market. Today some of the principal executives are quite substantial shareholders, but Lord Beaverbrook is still the controlling owner, the master-mind and the final arbiter of all that affects the *Express* and the newspapers to which it is allied.



LORD BEAVERBROOK

*Daily Express, Evening Standard, Sunday Express, Evening Citizen (Glasgow)*



When he first became associated with the *Daily Express* in 1913, its circulation was 277,048 copies a day. It was a losing property and its continued existence no absolute certainty. The coming of the Great War proved the turning point. In the early part of 1917, on account of the shortage of newsprint, Lord Northcliffe reduced the size of the *Daily Mail* to four pages and increased the price from  $\frac{1}{2}$ d. to 1d. At the same time the advertising space was restricted to ten columns. The *Daily Mail* was incomparably the leading advertising medium of the London dailies and the advertisers' demand speedily exceeded the allotted space. Thereafter the surplus flowed to the old *Daily News*, then to the *Daily Chronicle* and finally to the *Daily Express*. It was not very long before the last named had as much advertising as it could accommodate.

The *News* and the *Chronicle* followed the *Mail* in the increase from  $\frac{1}{2}$ d. to 1d., but the *Express* held back for almost exactly a year, finally making the change on 18th March, 1918. In that period it gained quite a number of readers, and from then on the *Express* ceased to lose money and became a paying property. It had also a favourable tax position on account of its past losses and emerged from the war in 1918 with a circulation of 350,000 to 400,000, earning a comfortable surplus.

\* \* \*

Beaverbrook proceeded to plough back profits to buy new machinery and increase circulation. He invigorated the paper with restless energy and enterprise. Slowly but surely came favourable reactions, and in 1920 the *Daily Express* was selling 517,465 copies a day. Lord Northcliffe's control of the *Daily Mail* had become less certain, and when he died in 1922 the *Express* had a sale of 793,318 compared with the *Mail* at 1,784,313. Meanwhile the free insurance policy had started and the race for circulation was on.

The first Lord Rothermere became the controlling owner of the *Mail* in the latter part of 1922. From 1922 to 1926 its circulation remained fairly stationary with an average in the last-named year of about the same figure as in 1922. It reached its high-water mark of those days in 1929 at

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

1,954,635. Meanwhile the *Express* had forged ahead so much that the 793,318 of 1922 had become 1,590,336 in 1929.

\* \* \*

Two men who played a great part in the making of the *Daily Mail* were Thomas Marlowe, the editor, and Sir Andrew Caird, general manager and also a shrewd journalist. Lord Rothermere disagreed with them in 1926, and both resigned. From then on, although there was a flowing tide which helped all papers in those years, the *Mail* had not its old "punch" and vigour. The great boom year of 1929 passed, and the decline started. The race went in favour of the *Express*. In 1933 the *Mail* averaged 1,772,188, but its rival had done better and was ahead for the first time with an average sale for the year of 1,829,708.

In 1936 the *Express* topped the second million at 2,091,239. For the month of August, in 1939, the last peace month, the *Express* figures were 2,543,274, and those of the *Mail* 1,525,939.

In June, 1947, the *Express* certified a sale of 3,856,963, and the *Mail* 2,077,542.

Between the wars, the *Daily Chronicle*, which at one time had claimed a sale close to one million, went under and was merged with the *Daily News*, hence the present *News Chronicle*. The *Daily Herald* had come into the popular field and achieved a sale "in excess of" 2,000,000, which gave it second place in 1939, with the *Mail* third, and the *News Chronicle* more than 200,000 behind at 1,298,757.

The order remains the same among the so-called four "national" papers but the *Mirror* has now the second largest sale of all morning papers. A full list of the sales of the London papers appears on page 160.

\* \* \*

The outstanding success which the *Daily Express* has achieved is unquestionably the work of Lord Beaverbrook. He has had able editors and efficient management, but the inspiration, the drive, and the never-ending thrust, have been his beyond all manner of doubt. Politically the influence of the *Daily Express* is not considered to measure up

to its huge daily sale but of the continued appeal to the broad public the figures testify eloquently. Its controller is an inveterate individualist, a man of moods and fancies, audacious in a magnificent way, with nevertheless a Scotch carefulness manifesting itself actively from time to time. He is no ordinary man and he strives hard not to act in an ordinary way. The *Express* reflects that personality and whatever else you may say about it, it has proved more than successful in that field which its owner has cultivated for his own.

\* \* \*

There are two other London papers in the same camp. The *Sunday Express* saw the light of day in 1920 after abortive negotiations between Lord Beaverbrook and myself, whereby the *Sunday Times* might have passed into his ownership and the Sunday edition of the *Express* never have been born. The first editor was James Douglas, who came from the *Star*. He was not a success and for a time the paper languished. The sales were poor and the newsagents' returns heavy, causing a great deal of groaning and pessimism on the part of the owner. Gradually the clouds disappeared, the public took to the paper, and success arrived. It now ranks as the fourth of the Sunday papers with a sale of 2,574,766 for the month of June.

The *Evening Standard* came into Lord Beaverbrook's hands after the break up of the Hulton firm in 1923. Later the *Pall Mall Gazette*, the doyen of the London evening papers, was absorbed. The *Standard* might be called the "quality" evening paper of London. Naturally its sale is below that of its two more popular competitors, being 766,806, 300,000 below the *Star*, and less than half that of the *Evening News*. I have an idea that Beaverbrook would rather own the *Evening News* than the *Standard*. Like Northcliffe he is a believer in the "big battalions," and the more limited appeal of the *Standard* makes him chafe at times. But you cannot own everything you want and the *Standard* is a very successful newspaper.

\* \* \*

The Beaverbrook chain—if it can be called such—includes the controlling interest in the Glasgow *Evening*

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

*Citizen*. This interest was purchased from George Outram & Co., who own the *Glasgow Herald*, the *Glasgow Evening Times* and the *Bulletin*. That firm continues to be a part proprietor, but has nothing to do with the control.

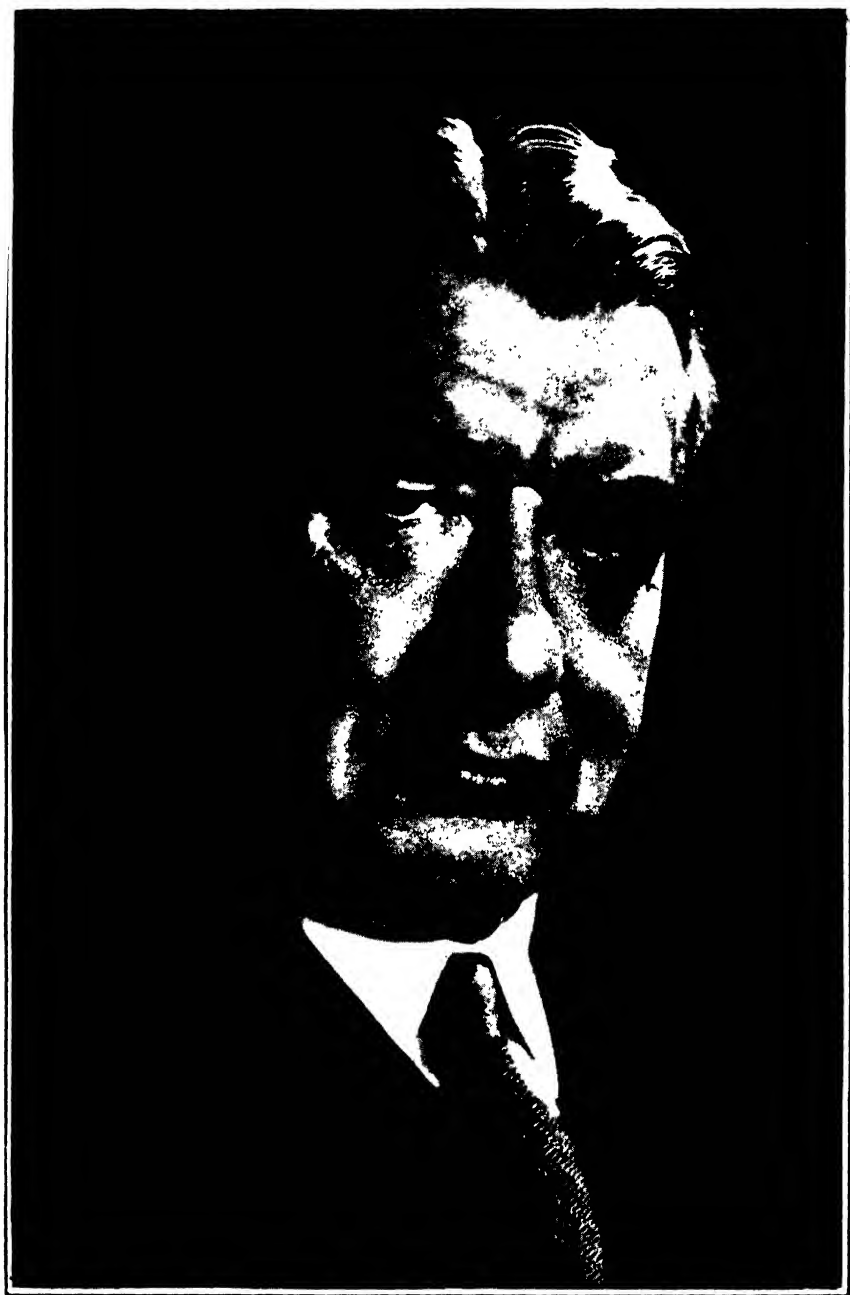
Lord Beaverbrook has announced his intention of starting new evening papers in Birmingham and Manchester. But that, in the present state of affairs, is obviously looking ahead quite a while.

Among the Directors of London Express Newspapers is his elder son, Group Captain Max Aitken, M.P., who has rejoined after a most distinguished career in the R.A.F. The other members of the Board are R. D. Blumenfeld (Chairman), E. J. Robertson (Managing Director), S. W. H. Long, J. R. Gordon (Editor, *Sunday Express*), A. Christiansen (Editor, *Daily Express*) and A. G. Miller.

The issued capital of London Express Newspapers, Ltd., is £1,500,000 7% £1 Preference shares, £408,000 £1 Ordinary shares, and £816,000 £1 "A" Ordinary shares, the latter having no voting rights. The market valuation approaches £5½ million.







A. G. COUSINS  
*Daily Herald, People, Sporting Life*

## CHAPTER SEVEN

### *Daily Herald*

### *People*

### *Sporting Life*

THE *Daily Mail* was established and brought to success by Lord Northcliffe. The *Daily Express* was started by C. Arthur Pearson, but its present great prosperity is due to the enterprise and ability of Lord Beaverbrook.

In a similar way the *Daily Herald*, as we know it today, is the achievement of the late Lord Southwood. Founded in 1912 by certain members of the Labour movement, it had a precarious existence for many years. At one time in its career it was supported by Russian money. At that time it was discountenanced by most of the Labour leaders and its influence and circulation were both inconsiderable.

It was taken over officially by the Labour Party in 1923, but still did not meet with success. Then in 1929 Lord Southwood, as head of Odhams Press, Ltd., one of the largest printing and publishing firms in the country, made an arrangement with the Labour Party whereby his firm acquired the paper on certain terms. These provided that Odhams should have a 51% interest, the Party retaining the other 49%. Full control was handed over to Odhams with the proviso that the paper should support the official policy of the Labour Party. In the event of dispute arbitration was provided for, Lord Sankey being named as the first arbitrator should one prove necessary.

The Board of Directors has nine members, of whom four are nominees of the Labour Party. Ernest Bevin was one of these Directors until 1940. The present Labour Directors are Lord Dukeston, Andrew Conley (both T.U.C. officials), Harold Vincent Tewson (Gen. Sec. T.U.C.), Frank Wolstencroft (Gen. Sec. Woodworkers' Society).

\* \* \*

Lord Southwood was never a politician. He frankly confessed that his object in taking over the *Daily Herald* was to utilise on a greater scale the large printing facilities he had provided for his successful Sunday paper, the *People*. In his later days, some time after he had been made a

Peer, he became a fairly regular attendant of the House of Lords and for a short while prior to the formation of the present Labour Government he was one of the Opposition Whips. He sat on the Front Bench and made several speeches, mostly on Child Welfare, a subject in which he was deeply interested.

But his heart was in the very large business which he had created. This is not the place for a life story of Lord Southwood. His was another instance of the boy with no initial advantages coming right to the top through his own unaided industry and ability. There never was a greater individualist or a more independent one. He triumphed over great difficulties and survived a crisis which would have broken most men. When Horatio Bottomley, editor of one of Odhams' greatest successes, *John Bull*, was sent to penal servitude for seven years for fraud, many people thought the firm would not survive. Southwood, by courage, determination and resourcefulness, brought it through to renewed and greater success.

\* \* \*

Southwood was an organiser and manager. He was not a journalist and I do not know that he ever wrote an article in his life or contributed anything to any one of his newspapers or periodicals. But as an organiser he was outstanding and his enterprise and willingness to take risks was something unusual even for Fleet Street.

Into the promotion of the *Daily Herald* he threw himself with the greatest energy and spent money with the most lavish hand. He sent out multitudes of canvassers, gave free insurance and free gifts of all kinds, and entered feverishly into the race for circulation with the other London dailies. The losses were high and large sums had to be raised on the Odhams business to keep the venture going. He told me a year or so before his death that he was near despair on more than one occasion and that he had walked round Covent Garden Market, quite close to his offices in Long Acre, late at night wondering if he could get through or whether he had better admit defeat. But gradually he got his circulation and in 1939 he was able to claim a sale "in excess of two million copies daily."

In his efforts to gain this large sale, he did not meet with the universal approval of the Labour Party and its leaders. Southwood produced a well-printed, bright and attractive paper. The complaint of his critics was that it was too much like the other large-circulation papers and not sufficiently a political journal expounding and advocating the Socialist cause. I have heard prominent members of the Party, some of whom had been Directors of the Daily Herald, Ltd., say that the *Herald* was very little use to them as a political newspaper. Indeed until the last General Election it could fairly be said that the *Herald* was by no means as political as the *Express* or the *News Chronicle*. During the Election the *Herald* went "all out" and undoubtedly did great work in rallying and influencing the Labour vote.

\* \* \*

Today the *Herald* continues in its new and, what I may call without intention of giving offence, its more violent political policy. It is an organ of out-and-out Socialism, favouring Nationalisation on the widest scale. Yet fundamentally it remains what it always has been, an essentially capitalist venture differing in no way from any other newspaper property.

The war has changed its financial position materially and whereas it was a heavy loser it is now a steady money-maker. Fifty-one per cent. of these profits belong to Odhams, and in addition it provides for that firm a most valuable printing contract. The circulation in December, 1946 (the latest figure available), was 2,143,556.

Odhams, of course, is a very successful public company with many thousands of shareholders. Its dividend for the last two years has been 17½%. The *Herald*, by the way, has always had a "City" column and from its early days has assiduously cultivated the patronage of company chairmen for the advertisements of their annual speeches. Although it may seem strange that these gentlemen should think it worth while to bring their financial efforts before readers who presumably do not believe in capitalistic ventures, the *Herald* has obtained a fairly substantial revenue in this direction.

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

The control of Odhams Press, Ltd., and therefore of the *Daily Herald*, has now passed to A. G. Cousins who succeeded Lord Southwood as Chairman. Mr. Cousins has been a Director for many years. He is also the Managing Director of the Investment Registry, Ltd. Much of the finance of Odhams has been arranged by the Investment Registry, which backed Southwood in his early days of expansion, and has undoubtedly reaped for itself and its clients a rich and deserved reward.

Southwood's remuneration was partly in the form of a commission on profits and the total sum receivable by him in his later days became such as to make him far and away the highest paid executive in Fleet Street. Indeed it is unlikely that more than a few industrialists in the country equalled his figure.

\* \* \*

From a newspaper point of view the *Herald* occupies a strong position. It is, as I have stated, more violently Left in its opinions than it used to be and can be regarded in many ways as the official organ of the Government. In that sense, it is the only "tied" organ of opinion among the daily newspapers of the country. The gibe so often made of Central Office influence on the Conservative Press—which has no element of truth in it so far as my knowledge goes—is here very much of a boomerang. Other papers are free to take their own line and to change it as they like. The *Herald* has no such freedom. It is bound by formal agreement to follow the official Socialist programme and any attempt at independent criticism can be immediately vetoed by the official body. For good or evil that is the fact and it is inescapable.

There is talk of a new daily paper to be established by the Co-operative Society when the supply of newsprint permits. With its nation-wide organisation and enormous resources a Co-operative paper would prove a formidable competitor to the *Herald*. The number of newspaper readers has, however, largely increased as a result of the war, and there may well be room for more than one large circulation with a Socialistic flavour. In this respect the *Daily Mirror* has shown such strong leanings to the Left that

it has to be reckoned with. Fleet Street may see in the future an interesting battle for the support of the Socialist-minded reader.

\* \* \*

The *People*, which has the second largest circulation among the Sunday papers, viz., 4,613,957 (December, 1946), is owned entirely, if not directly, by Odhams Press, Ltd. Founded in 1881, it had a number of proprietors before being purchased by the present owners in 1925. It is not keenly interested in politics and is not highly sensational. Support is given to the Socialist cause on occasions such as the General Election but otherwise it does not give much space to politics either on its leader page or in its news columns.

Its present-day success is very largely due to the organisation and distribution which Southwood gave to it and also to the fact that it was the first Sunday paper to adopt free insurance for its readers.

*Sporting Life*, the sporting daily paper, with which is amalgamated the *Sportsman*, is also owned by the company. The circulation here is 69,546.

\* \* \*

Lord Southwood and the present Sir John Ellerman combined together in 1937 to purchase from the Inveresk Paper Co. the latter's controlling interest in Illustrated Newspapers, Ltd. This is the company which owns the *Tatler*, *Sphere*, *Drapers' Record* and other periodicals and also, through a subsidiary, the *Illustrated London News* and the weekly *Sketch*. Some of the shares were put into Southwood's name and Odhams took over the printing of some of the journals involved in the deal, but it was Sir John Ellerman who was the real purchaser and he owns considerably more than 50% of the shares in Illustrated Newspapers today.

In addition to the newspapers I have mentioned, Odhams have a long string of other publications, including *Illustrated*, *John Bull*, *Horse and Hound*, *News Review* and several women's papers. It is a well-mixed lot, for *Debrett's Peerage* is another of its assets. The company has also large printing works in Long Acre and at Watford, and in still another direction owns the Borough Bill Posting Co., one of the biggest concerns of its kind.

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

The Directors are A. G. Cousins (Chairman), W. Surrey Dane, A. C. Duncan, W. H. Parrack (Joint Managing Directors), P. J. Nunn, J. S. Ruttle and G. C. Odhams. There are also five executive Directors, H. Ainsworth (Editor, *People*), F. J. Cook, J. W. Dunbar, P. Emanuel and A. Phillips.

Odhams capital structure is complicated, spread over several companies but all throwing back to Odhams Press, Ltd. The issued capital of the parent company consists of 525,000 £1 6% Preference, 600,000 £1 6½% "A" Preference and 4,710,000 Ordinary shares of 4s. each. There is £1,434,365 of 3½% Mortgage Debentures and also substantial amounts of outside money in the various subsidiary companies.

The market value of the main company, including the Debenture Stock, is over £7,000,000. Debentures and shares held by the public in the subsidiaries and associated companies would probably bring the total to over £11,000,000.

## CHAPTER EIGHT

### DAILY MAIL GROUP

*Daily Mail*                      *Evening News*                      *Sunday Dispatch*  
(List of Provincial Papers in the Group on page 53)

CONTRARY to general belief the *Daily Mail* was not the first London daily to be published at  $\frac{1}{2}$ d. There was a paper called *The Morning* published at that price, started by an American journalist called Chester Ives on 21st May, 1892. That day was a Saturday and it was chosen as the new paper's birthday in order to ante-date the *Morning Leader*, which was announced to appear on the Monday, also as a halfpenny paper. *The Morning*, later known as the *Morning Herald*, was bought by C. Arthur Pearson in August, 1900, and was merged in the first issue of the *Daily Express* the following month. The *Morning Leader* went on for a number of years. Among its backers were members of the Colman family of Norwich. It was merged with the *Daily News* (now the *News Chronicle*) in 1912 and its companion paper, the *Star*, then became part of the same ownership.

A fortnight before the *Daily Mail* came out in 1896, Sir George Newnes produced the *Daily Courier* at a penny. It was mainly a social and sporting journal of small size and somewhat of a freak production. Started on 23rd April, it lasted until 15th August, and then quietly faded away.

\* \* \*

The *Daily Mail* was born on 4th May, 1896. It described itself as "a penny newspaper for one half-penny" and "the busy man's daily journal." In the first paragraph of the leading article it was stated :

"Forty years ago when daily journals were sold at 6d., 5d., 3d., and 2d. each, one of our contemporaries came forth at 1d. The project attracted as much ridicule and opposition as the introduction of railways. The result has been seen."



## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

The reference, of course, is to the *Daily Telegraph*. The first Lord Burnham was undoubtedly the fore-runner of the modern press and therefore of Lord Northcliffe himself.

As I have told elsewhere the *Telegraph* quickly became the most widely circulated paper of the country and maintained that position for many years.

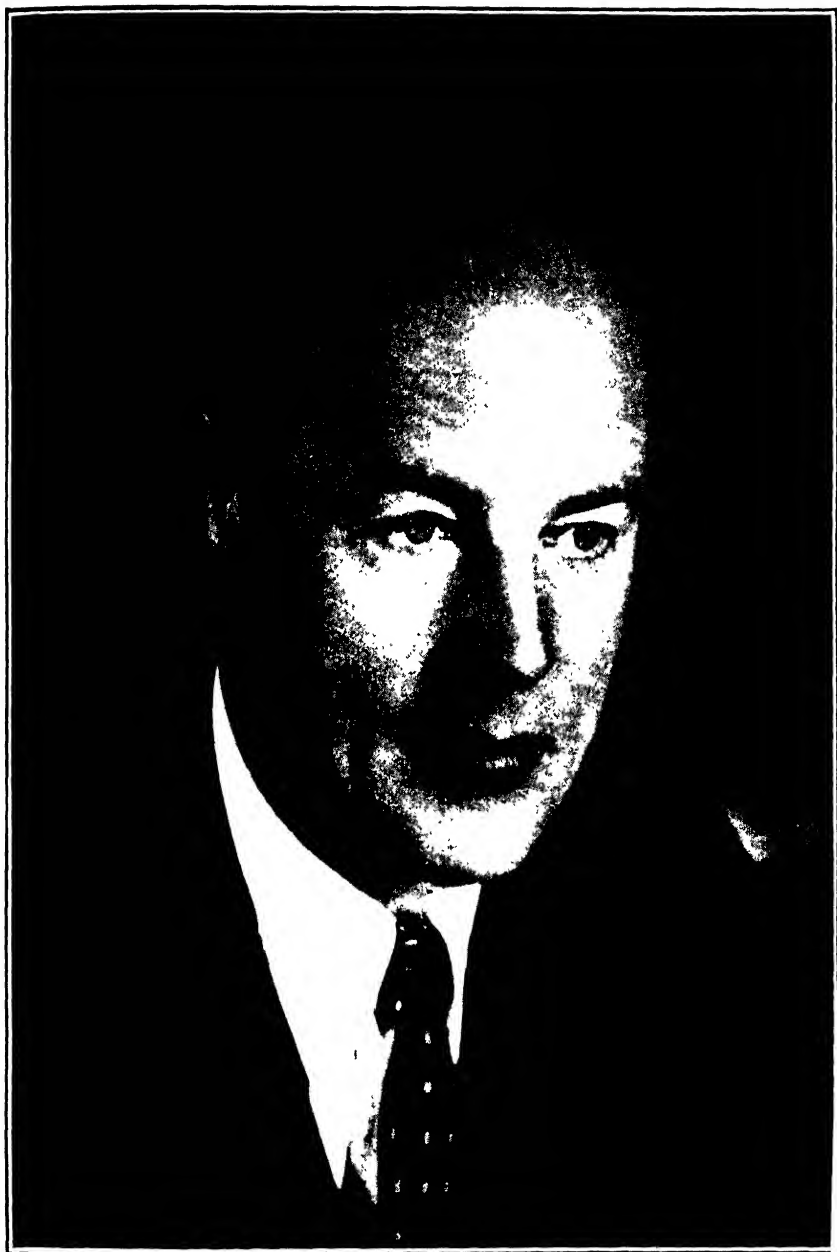
\* \* \*

The *Daily Mail* marked the commencement of a new epoch in modern journalism, just as the *Telegraph* had done in 1855. While it was not the first London paper to be sold at  $\frac{1}{2}$ d., it was the first successful one. Prosperous from the start, as the years went on its success grew and expanded. Its enterprise and efficiency in the Boer War, which occurred only a year or two after its foundation, increased its circulation in leaps and bounds, and during that struggle its sales at one time reached the unprecedented figure for those days of over a million copies a day.

Contrary to what is often said today Alfred Harmsworth was a very rich man when he founded the *Daily Mail*. The periodical business, started by him some six or seven years before, and in which his brother Harold (afterwards Lord Rothermere) had joined him, was already a great and successful undertaking (known then as Harmsworth Bros. and now as the Amalgamated Press). If the *Daily Mail* had required big finance to put it on its feet he and his brother were well placed to supply it. In addition the *Evening News*, which had been purchased only two years before, had been transformed from a decrepit newspaper, always in sight of bankruptcy, into a flourishing and lucrative property.

The immediate acceptance of the paper, however, eliminated any question of finance and as the years went on the *Daily Mail* became the most profitable newspaper in the country. Northcliffe wanted a greater circulation more than he wanted money and he was always ready to put back the larger share of the profits into efforts to obtain a wider influence and a larger number of readers.

Right up to the first Great War the *Daily Mail* maintained a lead over its competitors in every direction.



VISCOUNT ROTHERMERE  
*Daily Mail Group*



## DAILY MAIL GROUP

The advertiser admitted its great supremacy over all rivals and its sales were always the highest of any of the London papers. At the end of the war and until Northcliffe died in 1922 its pre-eminence was not seriously threatened.

\* \* \*

Until 1928 the *Daily Mail* "chain" consisted only of the *Daily Mail*, *Evening News* and *Sunday Dispatch*. This was the trio of papers, plus the Paris edition of the *Daily Mail*, owned by Associated Newspapers, Ltd. Of the 750,000 Deferred shares in that company, 400,000, or approximately 55%, belonged to Lord Northcliffe when he died in 1922.

In the same year these shares were purchased from his estate for £3 17s. 6d. per share by his brother Lord Rothermere, who then formed a public company called the Daily Mail Trust, Ltd. The deal was afterwards contested by beneficiaries under Lord Northcliffe's will, but the Court decided that the Executors' action in accepting the offer had been a right one. Certainly the price was a low one as events turned out, but at the time of the sale newsprint was standing at a very high figure—something like £50 to £60 a ton—and the company had, as a consequence, made substantially reduced profits in the previous year. It was further embarrassed by a contract with its paper subsidiary, the Anglo-Newfoundland Development Co., under which it undertook to pay up to £5 per ton above the market price for newsprint supplied. The basis for this contract was to ensure the paper company sufficient revenue during its period of development to pay the charges on prior stock held by the public.

\* \* \*

Later, Associated Newspapers' Deferred shares rose in the market to the neighbourhood of £9, before being split from £1 to 5s. shares. But at that time international affairs had become rather more settled, times were better and newsprint prices had come down with a run.

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

first being the *Express* and then the *Mirror* and *Herald* in that order. It was in the third place at the beginning of the war, but has since been passed by the *Mirror* which has climbed into second place.

The *Evening News* has the largest sale of any evening paper in the world. It was the first newspaper venture of the Harmsworth family and was bought by them a year or so before they launched the *Daily Mail*. The late Kennedy Jones had much to do with its subsequent success. K.J., as he was universally known, was one of the most enterprising journalists of his day and also one of the most outspoken. He retired from the Harmsworth enterprises with a large fortune and later became a Member of Parliament, in which capacity he was by no means the success he had been in Fleet Street.

The *Sunday Dispatch*, originally the *Weekly Dispatch*, is one of the oldest newspapers in Great Britain and was formerly owned by the late Sir George Newnes. Since newsprint restrictions were removed in September, 1946, the sale has increased by over 500,000 weekly, thanks largely, one must suppose, to the serialisation of "Forever Amber." Of the large-circulation Sunday papers it is the fifth, the order being the *News of the World*, *People*, *Sunday Pictorial*, *Sunday Express*, *Sunday Dispatch*, *Sunday Empire News*, *Sunday Chronicle*, *Sunday Graphic*, *Reynolds News*.

The *Daily Mail* was the first London paper to print an edition in Manchester. As from the 5th December, 1946, a Scottish edition has been produced in Edinburgh.

\* \* \*

The present Lord Rothermere took over the Chairmanship of Associated Newspapers, Ltd., in 1937, when his father announced that he had no longer any interest in the management of the company or the conduct of its newspapers. In the same year, he succeeded his father as Chairman of the Daily Mail Trust, which had some time before changed its name to the Daily Mail and General Trust, indicating a spread of its investments outside the newspaper field.

## DAILY MAIL GROUP

The Trust has in issue £1,200,000 in 5% Preference and £2,494,059 in £1 Ordinary shares. They are widely held by the public but there are some large holders. These included, up to February, 1947, the *Daily Mirror* and *Sunday Pictorial* companies.

On the 1st March it was announced that Lord Rothermere had purchased from these companies their shares in the Daily Mail Trust. At the same time the Trust acquired from the *Mirror* companies their holding in Associated Newspapers, Ltd. I have referred to these purchases in fuller detail in the chapter dealing with the *Daily Mirror*.

The Daily Mail and General Trust, as the result of the purchase mentioned above, has 50% of the deferred shares, and thereby an absolute control, of Associated Newspapers, the company owning the *Daily Mail* group. Lord Rothermere is now one of the largest shareholders, owning over 400,000 shares in his own name and 102,000 in conjunction with two others. At the age of forty-nine he is easily the youngest among the controllers of the London daily press. He was for some years Member of Parliament for the Thanet Division and has been Chairman of the Newspaper Proprietors' Association since the death of Lord Riddell, in 1934.

The other Directors of the Trust are F. A. Szarvasy, Lt.-Col. W. H. Wild, Sir George A. Sutton, and A. S. Fuller. Of these Sir George Sutton has been associated with the Harmsworth interests all his life and was at one time Managing Director of Associated Newspapers. F. A. Szarvasy is a well-known City man who acted as the promoter of the Trust and other Rothermere companies. Mr. Fuller was for many years private secretary to the late Lord Rothermere.

\* \* \*

The Directors of Associated Newspapers are Viscount Rothermere, W. A. McWhirter, G. W. Price, R. T. Lewis, Major E. McN. Cooper-Key, G. F. Sanger, Frank Owen (Editor, *Daily Mail*), Charles Eade (Editor, *Sunday Dispatch*), A. S. Fuller, Guy Schofield (Editor, *Evening News*) and Stephen Millikin.

## *BRITISH NEWSPAPERS AND THEIR CONTROLLERS*

The company's resources are large. Its balance sheet shows it to be the owner of £1,000,000 in Government securities and the financial position is exceedingly strong. Among its other interests is the ownership of Empire Paper Mills situate on the Thames and a holding of over 900,000 shares (out of a total of 1,733,305) in Anglo-Newfoundland Development Co., Ltd. This company has large mining properties attached to it. For many years it had a hard struggle for existence, but today it is paying regular dividends and the shares stand in the market at about £5. Associated Newspapers' interest on this basis is worth nearly £5,000,000. The Daily Mail and General Trust is also a substantial holder in the Newfoundland enterprise.

The issued capital of Associated Newspapers is £500,000 in 5% Preference, £600,000 7% Ordinary, and 11,061,350 Deferred (voting) shares of 5s. each. There is also some £710,000 of 3½% Notes outstanding, being the balance of an issue made when Associated took over a major interest in the properties owned by Northcliffe Newspapers. The market value is roughly £14 million.

## CHAPTER NINE

### *Daily Mirror*

### *Sunday Pictorial*

NOTHING in the newspaper world has intrigued the public so much as the ownership of the *Daily Mirror*. It has been discussed in Parliament and made the subject of conversation in political and other circles on innumerable occasions. The so-called mystery developed first of all when the paper was being attacked before the war for the nature of its contents. It arose again when the *Mirror* took a violent anti-Government line during the war. Mr. Herbert Morrison, Home Secretary at the time, threatened to suppress the paper. In the course of a reply to a question in the House of Commons he said :

“A watch will be kept on this paper and the course which the Government may ultimately decide to take will depend on whether those concerned recognise their public responsibility and take care to refrain from further publication of matter calculated to foment opposition to the successful prosecution of the war.” (*Hansard*, 19th March, 1942.)

In my booklet “Newspapers : Their Owners and Controllors,” printed first in June, 1939, I showed that there was no mystery of any kind about the ownership, and I repeated the statement when speaking in the House of Lords in the Debate on Censorship. Briefly the facts are these : the late Lord Rothermere held a large enough number of shares to give him the control. He realised this holding in piece-meal fashion on the Stock Exchange. As a result the shares passed into the hands of a large number of more or less small holders. There were very few sizable holdings and at the time no combination of these could give anything approaching an effective control.

Many changes in the list of shareholders have taken place since 1939. From time to time there have been considerable dealings in the shares on the Stock Exchange and various people have been credited with attempts to buy control. I deal with the present situation on a later page.

\* \* \*

To start at the beginning, the *Daily Mirror* was born on 2nd November, 1903. It was published at a penny as a daily newspaper for women. Heralded with tremendous advertising, the first issue sold as a novelty and then the sales steadily declined. It was the first big failure that



## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

Northcliffe, or Alfred Harmsworth as he then was, had made.

For two and a half months the struggle went on until on 26th January, 1904, there was a complete change in policy and contents. The name was altered to the *Daily Illustrated Mirror* and the next day the following announcement appeared :—

### THE NEWS IN PHOTOGRAPHS

In order to meet the wishes of an immense number of our readers, the price of the "DAILY ILLUSTRATED MIRROR" will TOMORROW be reduced to

ONE HALFPENNY.

It will still be known as the "Daily Illustrated Mirror," a paper for Men and Women, and it will constitute the first halfpenny daily illustrated publication in the history of journalism.

The new idea caught on and a month later, on 27th February, there was the following jubilant announcement from the proprietor :—

HOW I DROPPED £100,000 ON THE "MIRROR"

By ALFRED HARMSWORTH

Owing to much good luck and many loyal co-workers, the *Daily Mirror* is, up to the present, the only journalistic failure with which I have been associated. But the *Daily Illustrated Mirror* which has replaced it is certainly one of the simplest journalistic successes with which I have been associated.

Disaster may often be changed to triumph by alteration in tactics. The faculty of knowing when you are beaten is much more valuable than the faculty of thinking you are not beaten when you are. I had for many years a theory that a daily newspaper for women was in urgent request, and I started one. The belief cost me £100,000. I found out that I was beaten. Women don't want a daily paper of their own.

It was another instance of the failures made by a mere man in diagnosing women's needs. Some people say that a woman never really knows what she wants. It is certain she knew what she didn't want. She didn't want the *Daily Mirror*.

No newspaper ever started with such a "boom" as that which marked the birth of the *Daily Mirror*. I advertised it everywhere, spending money lavishly. If there was anyone in the United Kingdom who was not aware that the *Daily Mirror* was to be started he must have been deaf, dumb, or blind, or all three. Had I had enough printing machinery I could have sold several millions of the first number.

The public made an excited rush for that first issue, but would have nothing to do with the second. Men didn't want a purely women's paper. Women feared that a women's paper would be made up by articles written in a namby-pamby way. The women's paper known as the *Daily Mirror* was a flat, rank, and unmitigated failure.

## DAILY MIRROR, SUNDAY PICTORIAL

I have decided to make a frank and full confession of the circulation of the old *Mirror* for the period during which it was produced. It will prove of interest to anyone trembling on the brink of starting a daily newspaper for women.

But while the figures emphasise the failure of the old *Mirror*, they also proclaim the success of the new *Daily Illustrated Mirror*. Its circulation is only limited now by the capacity of its printing machines. I cannot supply the demand because at present I have not the machinery. The *Mirror* cannot borrow any of the machines from the *Daily Mail* because these are overworked already. Until new illustrated printing presses are installed the circulation of the *Mirror* cannot expand to anything like its future capacity.

If the *Daily Mirror* had not failed I should not have found out so promptly that the public want a daily picture paper. They do. That has been amply demonstrated.

The circulation of the old *Daily Mirror* was at such a low ebb that nothing could have damaged it. It was in about the condition of a Russian battleship at Port Arthur. I decided to make an experiment with it, and I changed the price to a halfpenny, and filled it full of photographs and pictures to see how that would do.

It did.

ALFRED HARMSWORTH.

There was a second article in the same issue which dealt with the sales of the *Daily Mirror* from its first number.

### BIOGRAPHY OF THE MIRROR

The statistics of our editions from the start follow. They demonstrate how a circulation has multiplied by nearly six in less than a month.

The sales of the first number amounted to 265,217, which beats all records for first numbers. This immense circulation was obtained by lavish advertising. But the circulation of the second number fell off 121,955 copies, no doubt beating all records in tumbling ever achieved by a number 2. It was evident that a large quantity of persons who thought that the *Mirror* was about the sort of publication they would like changed their minds very rapidly on seeing it.

The tumble on the third day was less discouraging. It amounted only to 15,285 copies.

Sixty-five more persons invested in the *Mirror* on the fourth day than on the third, and the publisher felt a slight glow of satisfaction. He began to think that the bottom of the slump had been reached. But it hadn't, for on November 6 more than 10,000 readers suddenly seceded, and the temperature in the circulation department tumbled to a corresponding extent.

The course of events in the second week was painful. The desire not to read the *Mirror* had become contagious and the second Monday found our circulation down to the depressing total of 86,886—a fall in a week of 178,331. But a splendid reaction was in store. It set in on January 28, on which date the paper became the *Daily Illustrated Mirror*, founded upon the idea of giving the news in picture form for a halfpenny—something that had never yet been done.

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

That the British public like pictures is evident. They want them not once a week but six times. They want pictures of news events and portraits of the persons engaged in them the day after the news events happen. These are provided by the *Daily Illustrated Mirror*.

The *Daily Illustrated Mirror* has only just begun to succeed and grow. At present anyone would be rash who set a limit upon its development.

It heralds a new era in journalism, and one whose success shows that the public are always ready to support what is good.

The table which followed this article showed that the sales of the original *Daily Mirror* had dropped to as low as 24,801 before the change to a picture paper. Thereafter there was a steady increase and by the end of February the figures had climbed to over 143,000.

Later there was a change of ownership. Northcliffe sold his shares in the *Daily Mirror* to his brother Rothermere and the latter disposed of his interest in the *Daily Mail*. Rothermere retained the control until some time before the late war when, as I have said, he dispersed his holdings on the market.

\* \* \*

The *Daily Mirror* has the second largest daily circulation in the country. It was stated in June at the annual meeting of the company that the sale was in excess of 3,600,000. This figure makes it 250,000 below the *Express*. The *Mirror* made a big leap in sales before the war through the publication of pictures and articles of an unusually sensational character which were, at the time, severely criticised from the pulpit and by many educational and social authorities. In the war a policy was pursued of voicing forcibly the many discontents and grievances which armed conflict always brings in its train. During this period, Captain Fred Bellenger, the present Secretary for War, was a prominent member of its staff. It has attracted many thousands of readers through the popularity of its comic "strips," notably those depicting the extraordinary and unusual adventures of "Jane."

Time was when the Labour members of the Coalition Government severely criticised its conduct and were prepared to take extreme measures in regard to the paper. Things are different now. In the General Election the *Mirror* took the Socialist side and it has hailed with enthusiasm, on many

occasions, the new social measures of Mr. Attlee's Government. Today it leans strongly to the Socialist viewpoint, with occasional criticisms of individual Ministers. So that, even if there were a mystery about its ownership and control, an enquiry would bring no grist to the mill of those Ministers who have so often insinuated that the Press is controlled by secret forces inimical to the Labour policy.

\* \* \*

The *Sunday Pictorial* was the first picture Sunday newspaper. The late Sir Edward Hulton decided in 1915 to start a Sunday companion to his *Daily Sketch*. This came to the ear of Lord Rothermere, then principal owner of the *Daily Mirror*, and he rushed out the *Sunday Pictorial* a week or so before the *Sunday Herald* (now the *Sunday Graphic*) was due to make its appearance. There was a good deal of bitterness about the matter at the time as it was alleged that Rothermere had acted on knowledge obtained through trade associations to which Hulton had made formal application for the use of publishing facilities.

As the result of this forestalling of the rival publication the *Pictorial* secured a flying start which it never lost. In its early days it published a weekly article on the war by Horatio Bottomley and it was one of these articles, of a semi-religious character, which aroused the wrath of a man who had been associated with Bottomley in other directions and which indirectly led to his prosecution and prison sentence.

The *Sunday Pictorial* has a sale which is now ahead of the *Mirror*, the official figure being given in June last as over 3,800,000. It was a success from the first number, having a circulation as far back as 1926 of 2,200,000.

\* \* \*

Up to February last the two companies owning the *Daily Mirror* and *Sunday Pictorial* respectively held a large block of shares in the Daily Mail and General Trust. On 1st March, 1947, it was announced that these holdings had been sold to Viscount Rothermere.

At the same time it was stated that the Trust had acquired

from the *Mirror* companies the "large shareholdings" which the latter owned in Associated Newspapers, Ltd.

The *Daily Mirror* added to this announcement the statement that "the *Sunday Pictorial* has, at the same time, largely increased its holding in Daily Mirror Newspapers, Ltd."

It was well known in Fleet Street that Lord Rothermere had been a buyer of *Daily Mirror* shares for several years, and his holding must have become a substantial one. There is no reason to doubt that at the same time that he bought the Daily Mail Trust shares from the *Mirror* and *Pictorial* companies, he sold his shares in the *Daily Mirror* to the *Sunday Pictorial*.

\* \* \*

Three results ensue from these re-arrangements.

(1) The Daily Mail Trust has once more 50% of the share capital of Associated Newspapers and therefore an absolute control of the papers published in the Daily Mail group.

(2) Lord Rothermere has become one of the largest shareholders in the Daily Mail Trust.

(3) The *Sunday Pictorial* has increased its holding in the *Daily Mirror* to such an extent that it is today easily the largest owner of shares in the *Mirror* company.

(4) The interlocking relationship which has existed for many years between the *Daily Mail* and the *Daily Mirror* has come to an end.

\* \* \*

For some years the *Pictorial* company has been a large holder of the shares in its sister company, the *Daily Mirror*. Today there is shown in the shareholding list Strand Nominees, Ltd. (nominee company of Coutts Bank) with 1,013,900 shares out of a total of 5,600,000. This is presumably the recently "largely increased holding" referred to above. It is far and away the most important in the list and approaches to 20% of the Ordinary capital.

This, of course, is not a positive control but, with such a start, it is apparent that the sitting Directors of the *Sunday Pictorial* have a control over the *Daily Mirror* which could not be easily disturbed by a hostile combination of other holders.

Other large holders of Daily Mirror Ordinary shares are : Sir John Ellerman and Others 153,725, Johannesburg Consolidated Investment Company 65,000, Mrs. Kate Roome 38,440, H. J. Joel and





H. GUY BARTHOLOMEW  
*Daily Mirror, Sunday Pictorial*

## DAILY MIRROR, SUNDAY PICTORIAL

Others 38,000, A. S. Fuller 36,842, Miss A. Bell, 30,000, Mrs. D. H. L. Long 22,850, F. R. and T. H. Cowley 22,800, General Reversionary Company 20,000, Mrs. E. E. Godley 19,200, T. F. C. Frost 14,100, Mrs. E. Bissill 14,000, Mrs. E. L. Garner 13,000, Exors. of Mrs. Evelyn Staines 12,500, F. Groeger 12,400, Sir Percy M. Stewart 12,200, W. R. S. Hodgson and another 11,800, Mrs. F. M. Cox 11,080.

There are no other holders of more than 10,000 shares.

In addition there are shares in the names of various Bank Nominee Companies to the total of 775,000 shares. These, of course, may, and undoubtedly do, belong to many people. The large holders named above represent 9.8% of the ordinary capital and the bank nominee holdings equal 13.8%. On the other hand, the 1,013,900 owned by the Sunday Pictorial company are equal to 18.1%.

\* \* \*

An examination of the list of shareholders in the Sunday Pictorial company shows a similar position. Far and away the largest is the *Daily Mirror*. Out of the 4,200,000 shares in issue, 1,008,000 are the property of the Daily Mirror Newspapers, Ltd.

Holders of *Sunday Pictorial* Ordinary shares owning more than 10,000 each are :

Exors. of Mrs. Evelyn Staines 120,000, Mrs. Kate Roome 64,712, Miss A. Bell 40,000, Johannesburg Consolidated Investment Company 40,000, Mrs. Pamela E. S. Hambly 24,480, F. R., J. N. and T. H. Cowley 24,240, Ralli Bros. Ltd., Sir Strati and Lady Ralli 23,640, Sir Alfred and Lady Harmsworth 18,727, Sir John Ellerman and Others 17,000, Mrs. Evelyn M. S. Lane 16,000, W. Ritchie and another 14,200, The Public Trustee 14,000, H. J. Aldous 11,200, Major G. C. Anne and Others 10,900, Eagle Star Insurance Company, Hull and Grimsby Newspapers, London Border and General Trust and Wyman & Sons 10,000 shares each.

There are 208,000 shares in the names of various Bank Nominee Companies. The large holders named above represent 11.4% of the Ordinary Capital and the Bank Nominee Companies 4.9%. The *Daily Mirror* ownership of 1,008,000 shares is equal to 24%.

\* \* \*

The position, therefore, is that the *Sunday Pictorial* is the biggest shareholder in the *Daily Mirror* and the *Daily Mirror* is the biggest shareholder in the *Sunday Pictorial*. Both shareholdings are so large that it can be said that, in effect, the *Pictorial* controls the *Mirror*, the *Mirror* controls the *Pictorial* and the Directors of both companies are therefore firmly in the saddle.



All the Directors of the *Mirror* and *Pictorial* companies are intimately associated with the day-to-day running of the business. John Cowley, who was at one time the late Lord Rothermere's secretary and Chairman of both companies, died in 1943 and his place was taken by H. Guy Bartholomew. The other Directors of the *Mirror* are J. F. E. Coope (Deputy Chairman), Alexander Campbell, J. G. Lovell, C. Harmsworth King, C. E. W. Thomas (Editor, *Daily Mirror*) and J. Cooke. Those of the *Pictorial* are the same but for the substitution of S. D. Nicholls and P. Zec for Alexander Campbell, C. E. W. Thomas and J. Cooke.

Mr. Bartholomew is the Chairman of the two companies. He has been connected with the *Daily Mirror* since its early days and, I should judge, is a much more active Chairman than was his predecessor. The other Directors no doubt play their part, but there is no question that Mr. Bartholomew is the leader, and so far as the outside world is concerned, the dominating leader, of both companies. He is a man of decision and initiative and does not lack confidence.

\* \* \*

Both companies have considerable assets in addition to the newspapers. They own between them a 40% interest in Albert Reed & Co., Ltd., a large firm of paper makers, and have a number of other important investments.

They are the proprietors of 961,950 of the common stock in the Anglo-Canadian Pulp and Paper Mills, the total in issue being 1,050,000. This investment was not a happy one in the past, but the shortage of newsprint caused by the war has greatly improved the company's position, and for the last four years a small dividend has been paid on the common stock.

The issued capital of Daily Mirror Newspapers, Ltd., is £800,000 in 8% Preference shares and 5,600,000 Ordinary shares of 5s. each. That of Sunday Pictorial Newspapers (1920) Ltd. is £500,000 in 8% Preference and 4,200,000 Ordinary shares of 5s. each. It is difficult to assess the value of the two companies because of the ownership by each of a large block of shares in the other. Taking the market quotation of the shares of both companies the total is about £15 million.

## CHAPTER TEN

### KEMSLEY NEWSPAPERS

*Daily Graphic*                      *Sunday Graphic*                      *Sunday Times*  
(List of Provincial Papers in the Group on page 69)

KEMSLEY NEWSPAPERS is the largest of the "groups" or "chains" of newspapers in this country.

It was formed in 1924 under the name of Allied Newspapers, Ltd. In the previous year the late Sir Edward Hulton, head of Hulton & Co., Ltd., on account of illness, decided to sell the Manchester and London newspapers owned by his firm. I had prolonged negotiations with him. We got to the point of agreement in most respects, but the papers were eventually sold to the late Lord Rothermere and Lord Beaverbrook. Lord Northcliffe had died in 1922 and in the latter part of that year Lord Rothermere acquired his brother's shares in Associated Newspapers, Ltd. He transferred these shares to a public company which he called the Daily Mail Trust. When the Hulton papers were bought he rearranged the capital of the Trust so as to take them into the same ownership.

All of the Hulton papers did not pass to the Daily Mail Trust. A half share in the *Evening Standard* went to Lord Beaverbrook. Except for a holding of Ordinary shares, which he gradually liquidated in the market, the latter had no further interest in the papers or the Trust itself. The other half of the *Evening Standard* was eventually acquired by London Express Newspapers, Ltd.

\*                      \*                      \*

In 1924 Lord Rothermere agreed to sell me all the Hulton papers, retaining only the two London ones, the *Daily Sketch* (now the *Daily Graphic*) and the *Illustrated Sunday Herald* (now the *Sunday Graphic*). In conjunction with my brother, Lord Kemsley, I formed Allied Newspapers Ltd. to own these papers and also the *Sunday Times*, of which we were the joint proprietors. Lord Iliffe, with whom we had previously been associated, joined us in the enterprise.

Later, Allied Newspapers acquired, over a term of years, but all prior to 1928, the *Daily Record* and *Sunday Mail*

Glasgow) from the Rothermere Group ; the *Evening News* also at Glasgow, the *Sheffield Telegraph* and *Yorkshire Evening Star*, the *Evening Chronicle* and the *North Mail* at Newcastle, and the *North Eastern Daily Gazette* at Middlesbrough. It also bought the *Daily Sketch* and *Illustrated Sunday Herald* from the Daily Mail Trust.

I might add here that all these papers were offered for sale to us by their then proprietors. Further, that in no case had Allied Newspapers any previous interest in the towns in which they circulated, nor had we any intention, expressed or otherwise, of establishing rival journals in their territories.

It is perhaps needless to say that the politics of each of the papers acquired remained as before.

\* \* \*

In 1927 I was approached by Viscount Burnham, then principal owner of the *Daily Telegraph*, and eventually a partnership was formed of Lord Kemsley, Lord Iliffe and myself to purchase that paper as from the 1st January, 1928. The late Lord Rothermere was in America at the time and, according to the story told me afterwards by some of his associates who were with him, he became annoyed at statements in American papers to the effect that our (Berry) group, with the purchase of the *Daily Telegraph*, had become the largest newspaper proprietorship in Great Britain. He decided to start opposition evening papers in some of the towns in which we owned papers—Manchester, Sheffield, Cardiff, Bristol and Newcastle.

Instructions were cabled to London to make the announcement and on his return to this country Northcliffe Newspapers, Ltd., was launched in 1928 as a public company with a sum of £3,000,000 raised in guaranteed Debentures and £1,500,000 issued in £1 Ordinary shares 2s. paid. Later a further 833,334 shares were issued, and the total Ordinary capital eventually amounted to £2,333,334, some of which was only partly paid at the time the company went into liquidation in 1932. The sum of £872,946 was received as the result of calls made by the liquidator.

In addition to these plans, attempts were made to buy a large number of the existing evening provincial papers.

## KEMSLEY NEWSPAPERS

These approaches succeeded in several cases but for the main part they failed. In Aberdeen it was claimed by Lord Rothermere that his offer had been accepted and the matter found its way into the law courts. The Aberdeen Directors, who did not like the policies of the Rothermere papers, won the day. Later Allied Newspapers became the proprietors of the morning and evening papers published in that city; the local Board of Directors remaining in office with the addition of William Will, a native of the county, now and for many years past one of the most respected men in Fleet Street. He was at that time Managing Director of Allied Newspapers. During the war he acted as Chairman of the Newspaper and Periodical Emergency Council and did splendid service in that capacity for the whole of the publishing industry.

\* \* \*

In Cardiff we already owned a controlling interest in the *Western Mail* and the *Evening Express*, which had been purchased from Lord Riddell by Lord Rhondda and then by my brother, Lord Buckland. The other two local papers, the *South Wales Daily News* and the *South Wales Echo*, belonged to Duncan & Sons. The position there was not an unusual one at that time. The *Western Mail* was easily the leading morning paper while the *South Wales Daily News* was a steady loser. On the other hand, the *Echo* was far more successful than the *Evening Express*. In other words, the public was willing to support one morning paper and one evening paper but not two of each. This position had obtained for many years and was perfectly well known when I first entered journalism in South Wales over fifty years ago.

Alarmed by the threatened competition to the *Echo*, which probably meant that the profits of that paper would be substantially reduced while the losses of the morning paper would still have to be met, Messrs. Duncan expressed their desire to sell and eventually Allied Newspapers became the owners. The morning papers were amalgamated, the evening papers likewise, and the combined journals are today among the most successful in the provinces. Eventually, Lord Rothermere decided not to start a paper in Cardiff and sold to the *Western Mail* the building which he had started to erect there.

A new evening paper duly made its appearance in Newcastle under the title of the *Evening World*. This was the title chosen in advance for all the papers which were to be started. Actually only two *Worlds* ever appeared. The other one at Bristol is still alive.

The Newcastle *World* lasted for just over three years and in that time had more money spent on it than has ever been expended on any other journalistic venture in the provinces. I do not know the exact amount, but the late Lord Rothermere, at the time a truce was arranged, gave me to understand that his company had invested in the Newcastle venture much more than £1,000,000.

At first, as the result of buying readers on a wholesale scale with gifts of admission tickets and free meals at the Great Exhibition, then being held in that city, a considerable sale was achieved. But the exhibition came to an end, other schemes lost their novelty and the readers fell away. Distribution was made by motor vehicles as far away as sixty miles and over a much larger area than had ever been found economical before. The people of the district, however, preferred the old *Chronicle* and would not take to the newcomer. It finally passed away in 1932, when a general settlement was made between Allied Newspapers on the one hand and Northcliffe Newspapers on the other. This, I believe, was the third or fourth attempt made to establish a successful rival to the *Newcastle Evening Chronicle*.

\* \* \*

In January, 1937, Lord Kemsley, Lord Iliffe and I decided to separate our affairs. I had been Chairman of Allied Newspapers since its inception and also of practically all our other interests. I chose to take the *Daily Telegraph* as my own property, retaining also control of the Amalgamated Press and the *Financial Times*. Lord Kemsley bought my shares in Allied Newspapers and Lord Iliffe took over Kelly's Directories, one of the group, which had become the owner of the publishing house founded by his family and bearing his family name.

I ceased to have any interest in Allied Newspapers in that year. The only connection between my brother and

## KEMSLEY NEWSPAPERS

myself in a newspaper way today is that the *Sunday Times* is printed at the *Daily Telegraph* offices and the *Daily Telegraph* Manchester edition, started during the war, is printed at the Kemsley headquarters in Manchester. These are just ordinary printing contracts on a commercial basis. My brother became Chairman of Allied Newspapers and he and his family own a large proportion of the Ordinary shares today. He is, perhaps, more of a believer in personal journalism than I am and in 1943 changed the name of the company to Kemsley Newspapers. Each of the papers in the group now carries under the title block on the front page the words, "A Kemsley Newspaper." This is a practice known in America but never used here before. It certainly disarms those people who claim that a mystery exists as to the ownership and control of "chain" newspapers.

In his time Lord Kemsley has added to the group. He has purchased the *Northern Daily Telegraph* at Blackburn, the *Yorkshire Evening Press* at York, the *Newcastle Journal* at Newcastle (now the *Newcastle Journal and North Mail*), the weekly *Stockport Express*, and a controlling interest in the weekly *Macclesfield Times*.

The full list of morning, evening and Sunday newspapers in the group is as follows :—

|               | MORNING  | EVENING                         | SUNDAY   |
|---------------|--|---------------------------------|--|
| LONDON        | <i>Daily Graphic</i>                               |                                 | <i>Sunday Graphic</i><br><i>Sunday Times</i>                   |
| MANCHESTER    | <i>Daily Dispatch</i><br><i>Sporting Chronicle</i> | <i>Evening Chronicle</i>        | <i>Sunday Chronicle</i><br><i>Sunday Empire</i><br><i>News</i> |
| ABERDEEN      | <i>Press and Journal</i>                           | <i>Evening Express</i>          |  |
| BLACKBURN     |  | <i>Northern Daily Telegraph</i> |  |
| CARDIFF       | <i>Western Mail</i>                                | <i>South Wales Echo</i>         |  |
| GLASGOW       | <i>Daily Record</i>                                | <i>Evening News</i>             | <i>Sunday Mail</i>   |
| MIDDLESBROUGH |  | <i>Evening Gazette</i>          |  |
| NEWCASTLE     | <i>Newcastle Journal</i><br>& <i>North Mail</i>    | <i>Evening Chronicle</i>        | <i>Sunday Sun</i>  |
| SHEFFIELD     | <i>Sheffield Telegraph</i>                         | <i>Star</i>                     |  |
| YORK          |  | <i>Yorkshire Evening Press</i>  |  |

In all there are eight morning, nine evening and six

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

Sunday papers, with weekly newspapers in Aberdeen, Cardiff, Newcastle, Stockport and other towns.

The combined circulations of these papers, according to the average sales published for the period January to June, 1947, are : Morning papers, 2,117,378 ; evening papers, 1,366,209 ; Sunday papers, 5,675,919, or a total in all of 9,159,506.

If you carry the statistics still further and multiply the sales by the number of issues of each paper you get a final figure of 26½ million of copies produced each week.

\* \* \*

The Kemsley list includes three London papers—*Sunday Times*, *Daily Graphic* and *Sunday Graphic*. The *Sunday Times* has a circulation of 556,703. Founded in 1822, it is the "quality" paper of the group and occupies a prominent position among the newspapers of the country. Leonard Rees was the editor for a number of years and one of the most popular and respected men in Fleet Street. He was succeeded by W. W. Hadley. I repaid a debt to Mr. Hadley when, in my time as Editor-in-Chief, I appointed him to his present position, as it was through his recommendation, as editor of a local paper in Merthyr Tydfil many years ago, that I became a journalist.

The *Daily Graphic* published its average circulation for January to June, 1947, at 761,668. That of the *Sunday Graphic* was 1,154,238. Each has a Manchester edition.

\* \* \*

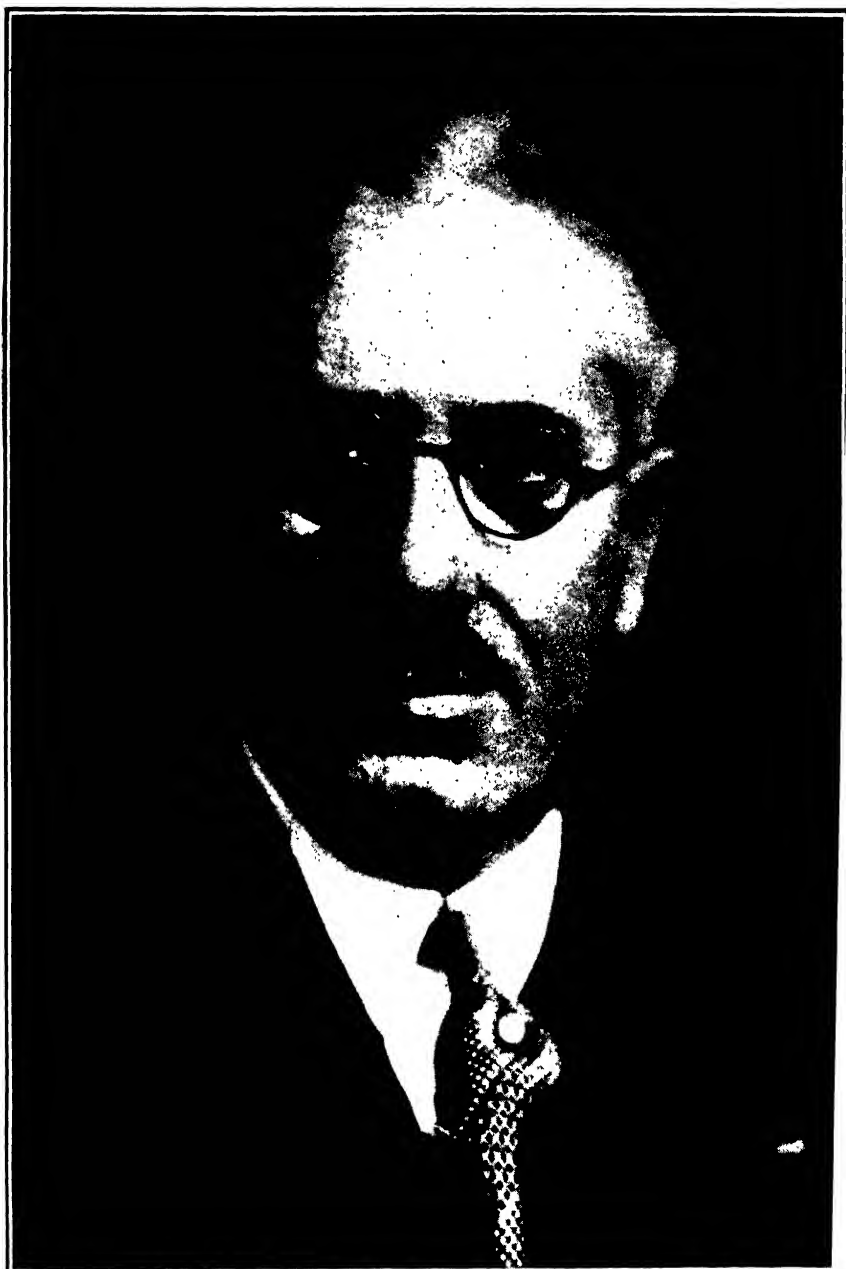
The most important provincial morning paper of the group, the *Daily Dispatch*, issued at Manchester, has a sale of 511,680. Lord Kemsley is credited by some people with the ambition of bringing the *Dispatch* to London, a step which, if crowned with success, would substantially increase the position and influence of the group.

Details of the other papers will be found under the names of the towns in which they are published.

Kemsley Newspapers have the only morning or evening journals published in Cardiff, Newcastle, Sheffield, Middlesbrough, Blackburn, York and Aberdeen and the only Sunday newspaper published in Newcastle. Their two







VISCOUNT KEMSLEY  
*Kemsley Newspapers*

## KEMSLEY NEWSPAPERS

Manchester Sunday papers, the *Sunday Empire News* and the *Sunday Chronicle*, have circulations of 2,033,177 and 1,163,670 respectively, and in Glasgow they have the *Sunday Mail* with a circulation of 567,728 and another Sunday paper in Newcastle, the *Sunday Sun*, which sells 200,403. In several towns, notably Sheffield, Blackburn and York, the evening and morning papers are in competition with rivals printed in other places no great distance away. In two of their other centres, Manchester and Glasgow, there is local rivalry in the morning, evening and Sunday fields.

\* \* \*

In July, 1946, Sir Hartley Shawcross, the Attorney General, speaking in the Battersea North bye-election made an attack on what he called the "gutter press." He went on to mention Lord Kemsley and other proprietors and charged them with distorting news and suppressing facts which were in opposition to their own political views.

In a second speech he made similar accusations.

Lord Kemsley intimated his intention of issuing a writ for libel. On 8th August he received from Sir Hartley a letter of apology in which the latter expressed regret for any imputations might have been made on Lord Kemsley's business and professional integrity and unreservedly withdrew any remarks which read in such a way as to allege that he was conducting a "gutter press."

The letter was issued to the Press and published throughout the country.

Lord Kemsley is the Chairman of the company ; his son, Lionel Berry, is the Deputy Chairman, and the other Directors are : Lady Kemsley, W. Neville Berry, Denis G. Berry, W. M. Teasdale, H. N. Heywood, Sir Robert Webber, V. Ewart Berry, H. J. Staines, William Veitch, W. W. Hadley, J. H. Oldham, E. Schofield, N. H. Booth, E. P. Francis and Rt. Hon. William Mabane.

The company, now twenty-three years old, has had a successful career and, with a short interregnum, during the fight with Northcliffe Newspapers to which I have made reference, has paid satisfactory dividends to its shareholders. The latter number over fifty thousand. The policy of the papers is strongly Conservative.

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

Kemsley Newspapers, Ltd., is a public company with a capital of £2,000,000 in 6½% Preference, £4,750,000 in 8% Preference and £2,500,000 in £1 Ordinary shares. There is a Debenture issue of £3,500,000 bearing interest at 3%. There are also publicly held Debentures on the *Daily Graphic* subsidiary of about £800,000. The financial position is strong, with nearly £2,000,000 in cash, Government securities and Tax Reserve Certificates.

The market value of the undertaking comes to approximately £23 millions.

## CHAPTER ELEVEN

### *News Chronicle*

### *Star*

THE *News Chronicle* is unique in its newspaper hospitality, having found refuge for three other daily papers of the same faith. It has stood four-square and true for many years as the organ of the Liberal party. Perhaps its Liberalism has faded slightly into a more Leftish atmosphere in recent times but it remains the accepted exponent of the old Liberal faith.

Originally, and until 1930, known as the *Daily News*, it is now the *News Chronicle* through its absorption in that year of the *Daily Chronicle*. Previously it had taken over the *Morning Leader*, and then the *Westminster Gazette*, Lord Cowdray's costly failure. The first two of these papers had, at times, fairly prosperous periods of existence, but went under in the growth of enterprise and competition in the London morning newspaper field. All were Liberal journals, but the *Daily News* was always the leader among papers of that political colour. At one time it was second only to the *Daily Mail* in its value to the advertiser, when that paper had the largest circulation in England and was unquestionably the advertiser's favourite.

\* \* \*

The *Daily News* began its life under the editorship of Charles Dickens. He proved a total failure in that position and only lasted just under three weeks, leaving the paper with a precarious circulation of 4,000.

Speaking at the Centenary dinner held in 1946 Lord Layton said that the eight pages published by the *Daily News* in its first year of existence had an area of 3,500 square inches. In 1938, as the *News Chronicle*, the average issue covered 7,500 square inches. The issue for the day on which the dinner took place spread itself over 1,500 inches !

There have been a number of owners since the paper was first started. In the early days of the Boer War, under the editorship of E. T. Cook, it took the popular side. But in 1900 there was a change of proprietorship and of policy. George Cadbury became the principal owner and Cook retired. The management, and a great deal of the editorial control, passed into the hands of David Edwards, one of

the three or four men who backed Lloyd George in his early political days in Wales before the latter had become a national figure. Edwards had been successful with a local paper in North Wales and afterwards in Nottingham with the *Nottingham Daily Express*, a paper now merged in the *Nottingham Journal*. On his retirement from the *Daily News* in 1902 it was made known that he was receiving a solatium of £5,000, a large sum in those days.

In the latter year Cadbury bought out his partners and took over the company owning the paper. At the same time it was announced that "Betting and Turf news will be rigidly excluded from its columns, but cricket, football and other pastimes will be fully reported and discussed." How long this ruling lasted I do not recall.

\* \* \*

Franklin Thomasson, whose father had been a shareholder in the *Daily News*, started a paper of his own in 1906 called the *Tribune*. It lasted two years and died in 1908. I have referred to the *Tribune* fiasco at some length on page 5.

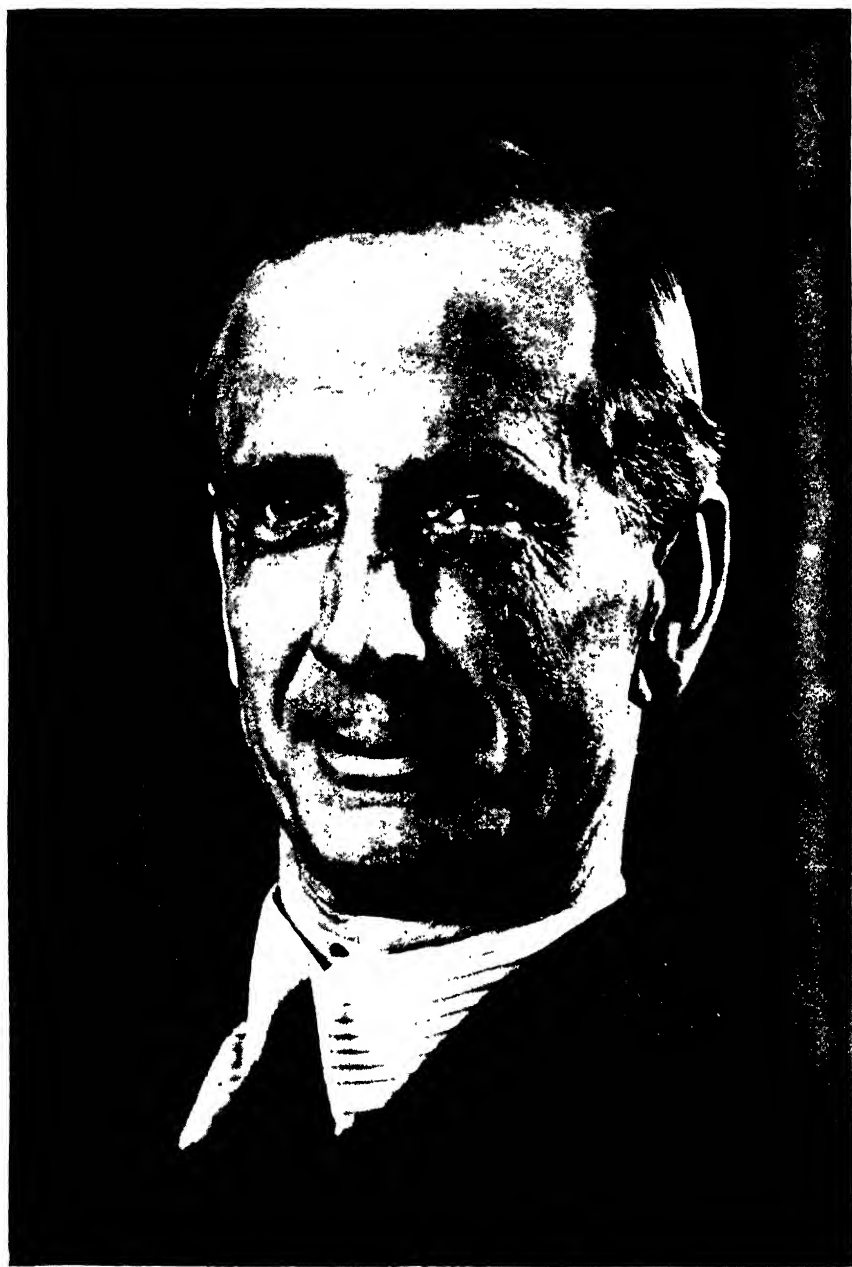
Purchase of the *Morning Leader* by the *Daily News* in 1912 brought with it also the *Star*, founded by T. P. O'Connor in 1888. For a while Ernest Parke, who had been controller of the *Morning Leader* and *Star*, was in charge of the combined papers. He was one of the notable figures in Fleet Street, both in personality and appearance.

In 1928 the *Westminster Gazette* was absorbed and two years later the *Daily Chronicle* became part of the family. Until 1936 the shareholders included a number of those who had been proprietors of the papers amalgamated. In that year the Cadbury interests bought out these ex-proprietors and now with their immediate associates own practically the whole of the Ordinary capital.

Today, in conjunction with members of the Cadbury family, Lord Layton, while not actually editor of either the *News Chronicle* or the *Star*, is the editorial and business chief.

The circulation of the *News Chronicle* was stated by Mr. Laurence Cadbury at the annual meeting of the Daily News, Ltd., which owns the paper, to be about 1,600,000, having





LORD LAYTON  
*News Chronicle, Star*

risen from 1,298,757 in 1939. A certificate issued for June gives a figure of 1,623,475. The *Star*, in common with the other two London evening papers, had a big jump in 1946. The present figure is 1,073,866, against 502,639 in 1939.

\* \* \*

The News Chronicle, Ltd. (which also owns the *Star*) is purely a holding company with the nominal capital of £1,000. Of this £5 is in the names of Lord Layton and Laurence J. Cadbury and the remainder is owned by the Daily News, Ltd.

This latter company has an issued capital of £610,685, of which £282,185 is in 5% Preference shares and £135,000 in 5% Second Preference. The Ordinary capital is £193,500 divided into 1,935,000 2s. shares.

Of these, 990,000 are owned by the Cadbury Trust and 692,500 by members of the Cadbury family. B. F. Crosfield, one of the Directors, whose wife was a Miss Cadbury, owns 50,000, Lord Layton 75,000 and the Executors of Ernest Parke 50,000. (Another holder is Charles William Gillett of Edgbaston, Birmingham, with 25,000 shares, who incidentally is the second largest individual shareholder in the company publishing the *New Statesman*.) The Preference capital is divided among a number of holders including several public investment trusts.

The Cadbury Trust was founded in 1911 by the late George Cadbury to hold the majority of the Ordinary shares of the Daily News, Ltd. The Trustees are members of the Cadbury family, with three others. It is understood that as far as the Cadbury Trust itself is concerned, the Trust Deed provides that any dividends received from the Daily News Ltd., shall be used either for charitable purposes, or in the interest of the company's business and its employees.



## CHAPTER TWELVE

### *Daily Worker*

ALTHOUGH more of a newspaper than it was, it is not unfair to describe the *Daily Worker* as still being mainly an organ of propaganda rather than of news.

It carries a notice on its front page stating that it is "the only daily paper owned by its readers." Every month a target is set for subscriptions to what is called the Fighting Fund, generally about £3,000. Frequently it is necessary for Barbara Niven, the person in charge of the appeals, to ask urgently for money in the last two or three days of the month so that the target may be reached. In the first five months of 1947 the average amount received was stated to be £2,372.

There is no love lost between the other organs of Leftish opinion and the Communist *Daily Worker*. In so far as Russia has any organ in this country, that is the description which could be applied to it.

In January, 1941, the paper was suppressed by Herbert Morrison as Home Secretary. Justifying his action in the House of Commons, Mr. Morrison said :—

"This action [i.e., the suppression of the *Daily Worker* and a paper called the *Weekly*] has been taken not because of any recent change or development in the character of these publications nor because of the appearance therein of some particular article or articles, but because it is and has been for a long period the settled and continuous policy of these papers to try to create in the readers a state of mind in which they will refrain from co-operating in the national war effort and may become ready to hinder that effort. . . . Since the end of September, 1939, when the *Daily Worker* reversed its policy, it has refrained from publishing anything calculated to encourage co-operation in the struggle which this country is waging against Nazi and Fascist tyranny and aggression ; and has by every device and misrepresentation sought to make out that our people have nothing to gain by victory, that the hardships and sufferings of warfare are unnecessary and are imposed upon them by a callous Government carrying on a selfish contest in the interests of a privileged class." (*Hansard*, 22nd January, 1941.)

It did not appear again until September, 1942, when Hitler had invaded Russia and brought that country into the war. The *Daily Worker* then lent its blessing to the common cause.

## DAILY WORKER

By some people it was anticipated that when freedom of sales was permitted the paper would make gain largely in circulation. This has not proved to be the case. At the time of its suppression the sale was between 90,000 and 100,000. In December, 1946, the last available figure, it was 121,509.

\* \* \*

The *Daily Worker* is owned by the People's Press Printing Society, Ltd., a company registered as a Friendly Society. It has no fixed capital but its balance sheet in March, 1947, shows that there are "Withdrawable shares" of £119,254. There are also loans from members of £7,729 and loans from non-members, unsecured, of £63,207. The company owns land, buildings and plant of the value of £123,145.

Two other items on the asset side are described as "Shares—other bodies £2,750. Loans—other bodies £4,602." There are also deposit accounts amounting to £30,561, invested in "other Societies."

The balance sheet shows an item of "deficit of £2,966 carried to next year."

Shareholders are summarised as "Individuals 20,784. Societies or Companies 96."

It was stated in June of this year that readers had subscribed in the previous 20 months £200,000 to the share and loan capital of the Society, all of which is earmarked for new buildings and machinery.

There is a Council of Management in the place of Directors, their names in March last being—D. Ainley, R. Armstrong, Mrs. R. E. Burns, Mrs. C. Chesterton, M. Essex, Prof. J. B. S. Haldane, Mrs. E. Henrotte, Chairman, A. L. Horner, J. Keehan, Mrs. M. Lovell, A. Marshall, A. F. Papworth, W. Rust, J. Silver and L. C. White.

## CHAPTER THIRTEEN

### *Financial Times*

UP to 1945 the *Financial Times* was controlled by me and a majority interest in the company owning it belonged to myself and members of my family. In June of that year the board of the *Financial News* made an offer for this interest which was accepted and the control passed into their hands.

The new proprietors bought the paper with the idea of amalgamating the *Financial News* with it and there is now only one financial daily published in this country. The vicissitudes of newspaper proprietorship are well illustrated in the history of City journalism. At one time there were four financial dailies, the other two being the *Financier* and the *Bullionist*. They both struggled along for some time and then became one. At the end of the last war the combined paper was bought by the *Financial Times*. "And then there were two." Now there is only one.

\* \* \*

Competition between the *Financial Times* and the *Financial News* was keen but the circulation of the former was materially greater than that of the latter. Both lived on the same kind of revenue—mainly prospectus advertisements and the reports of company meetings—and there was sometimes not enough to go round when affairs in the City were not prosperous. This proved embarrassing in the depression which followed the "boom" of 1928-9 and both the owning companies had to pass their Preference dividends. The amalgamation has permitted the issue of a better newspaper and should ensure for it a prosperous future.

Naturally the coalition has benefited the sales and the paper is credited today with an average figure of 75,000. This is the second largest circulation of its kind in the world, the *Wall Street Journal* being first with 95,574. It is the only paper which gives a full list of the Stock Exchange dealings every day and so long as the capitalistic system endures it will remain an essential part of City life and a great safeguard for the investor.

The Chairman is Brendan Bracken, M.P., and he takes an active interest in the editorial policy. Recent debates in



R.T. HON. BRENDAN BRACKEN  
*Financial Times*



W. RUST  
*Daily Worker*



A. J. TAPPING  
*Reynolds News*



the House of Commons have indicated that the vigorous attacks on the Government's financial policy made in the *Financial Times* have no more faithful reader than Chancellor Dalton. The outspoken opinions expressed in the paper have been a constant feature in recent debates on Budget and financial matters.

The other Directors are Major-General Guy P. Dawnay, Colonel Oliver Crosthwaite-Eyre, M.P., and Viscount Moore (Managing Director). All of these are also Directors of the Financial News Ltd., which, besides its interests in the Financial Times company, is the proprietor of the *Banker*, the *Practitioner*, the *Investors' Chronicle*, and a half interest in the *Economist*. The *Financial Times* has its own printing company, the St. Clements Press, where it has been printed since its birth on 13th February, 1888. It has recently acquired further substantial interests in the printing industry.

The issued capital of the Financial Times, Ltd., is £1,300,000, expressed in £800,000 of 5½% £1 Preference shares and 500,000 Ordinary shares of £1 each. On the basis of the quoted prices of the shares the market value exceeds £3 millions.

## CHAPTER FOURTEEN

### *Morning Advertiser*

ESTABLISHED in 1794, nine years after the *Times*, the *Morning Advertiser* is the second oldest of the London morning newspapers. It is owned and published by the Society of Licensed Victuallers. While giving preference to news of the trade it represents, it also devotes a certain amount of space to other events of a more general character. Incidentally it was the first London paper to subscribe for the Reuter news service when this was established in 1849.

There is other interesting newspaper history attached to it. In 1854, the year before the *Daily Telegraph* made its appearance, the *Morning Advertiser* had the second largest circulation in London. True, it was only a matter of 6,600 copies, but the figure was in excess of that of the *Morning Post*, *Daily News* and other papers of the day.

Its present sale is not officially stated, but probably 30,000 would be a generous estimate.

## CHAPTER FIFTEEN

### *News of the World*

THE *News of the World* was founded in 1843 and is the fourth oldest of our Sunday newspapers. Its present position derives from a change of ownership in 1891. It was then acquired by a syndicate in which Lascelles Carr, editor and part proprietor of the *Western Mail*, Cardiff, was prominent. He was the uncle and father-in-law of Sir Emsley Carr, who was appointed editor. Other people interested included the late Sir Charles J. Jackson, who died in 1923 and who was also a relative of Lascelles Carr.

Whether the late Lord Riddell (then Mr. George Riddell) was associated with the new proprietorship from the start I do not know, but if so it was in a minor way. Later he acquired shares from some of the other shareholders and when he died in 1934 his ownership was second only to that of Sir Charles Jackson.

Jackson was a barrister by profession but better known as a judge and collector of old silver. His book "Illustrated History of English Plate" is still the classic work on the subject. He was also a man of considerable means. Riddell used to say that while he was still a solicitor, and before his days with the *News of the World*, he spent his Saturday afternoons journeying round the suburbs looking for corner sites which would lend themselves to development. Those he decided were worth acquiring would be financed in the initial stages by Jackson and afterwards sold, on joint account, to chain stores or other purchasers. He had come to know him as the result of being made London solicitor for the *Western Mail*, in which Jackson was a shareholder, and that was the start of his connection with newspapers.

\* \* \*

As the *News of the World* grew he became more and more interested and eventually severed his connection with the firm of solicitors of which he was the head—Riddell, Vasey and Smith. In those days he lived at the old Hotel Cecil. On a Saturday night he used frequently to ride on one of the vans conveying papers to the railway stations and



distribute half-crowns to the porters to ensure the parcels getting on the trains. To expedite dispatch from the printing office when the paper was running late, in a similar way he distributed largesse to the packing and dispatching staff. He contributed regularly to a political and social column which appeared on the editorial page, but his keenest interest was in the business side.

Later, on the death of Sir George Newnes in 1910, when the affairs of George Newnes, Ltd., were in bad shape, he acquired a large interest and became the dominant Director in association with his partner in the *News of the World*, Sir Emsley Carr. He also, at one time, had an interest in the *Church Times*.

\* \* \*

Emsley Carr was editor of the *News of the World* until his death in 1941, a period of over fifty years. The policy of the paper was frankly sensational and its reports of divorce and police court news more detailed and more extensive than any other paper had ever attempted before. When the Judicial Proceedings (Regulation of Reports) Act became law in 1926, it was anticipated by many people that the inability to continue to give the details of divorce cases to which it had devoted so much space would result in a decrease of sale.

This did not prove to be the case and the circulation has never looked back in the whole of the fifty-six years since it was acquired by the present company in 1891. Except for the enforced change to which I have just referred, the policy and contents of the paper have undergone little or no alteration. In addition to its wide coverage of the more sordid sides of life the *News of the World* has always given to its readers a very full and efficient sports service, including the detailed reporting of many of the minor forms of recreation.

At the time when the *News of the World* came under the new control the distribution of Sunday papers was nothing like as wide as it is today. There were then many more people who did not take a Sunday paper than there were those who did. Few newsagents opened their shops on Sundays and the distribution was mostly in the hands of



PHILIP G. DUNN  
*News of the World*



special agents who did not handle week-day journals. Under Riddell's direction every effort was made to open new channels of sale all over the country and the widespread distribution thus achieved gave the paper a big start long before some of the Sunday papers flourishing today came into existence.

Riddell's zeal was such that he always carried in his car a number of handbills advertising the paper. He would leave a few of these in every place he visited and when motoring through a village would throw a number out of the window !

\* \* \*

The first Great War may be said to have brought recognition to the Sunday papers in this country. Before, they were looked upon with disfavour in many thousands of homes. When Sunday editions of the *Daily Telegraph* and the *Daily Mail* were brought out simultaneously in April, 1899, such was the opposition of public opinion that they lasted only a few weeks. The Nonconformist ministers throughout the country preached sermons, calling on their congregations to cease buying the publications of the Amalgamated Press, of which Lord Northcliffe was the head, so long as the latter issued a newspaper on Sundays. The late Lord Rosebery delivered a speech appealing for a stoppage of both papers. Pressure was brought to bear on Lord Burnham, the controlling owner of the *Daily Telegraph*, and finally both proprietors found it politic to cease publication of their Sabbath-day issues. The *Sunday Daily Mail* died on 14th May and the *Sunday Daily Telegraph* a week later, having existed for six and seven weeks respectively. In the 1914-18 war the anxiety for news overcame religious scruples and Sunday papers acquired for the first time an odour of respectability.

The sales of the *News of the World* were well in excess of a million as far back as 1906. There has been a curious policy of understatement in operation for many years and it is probably true that the million figure was reached some time before that year. Later when the sale was officially stated to be three million it was no secret that the actual figure was nearly a million more. The climax of the

policy came in 1946. When the actual sale was six million it was still stated on the front page that sales were "in excess of four million weekly." A few weeks after the release of newsprint in September, 1946, the sales were given officially for the first time and the enormous figure of 7,548,061 was revealed. This, of course, is easily the largest sale of any newspaper in the world.

\* \* \*

The Chairman and controller of the *News of the World* is Philip G. Dunn and the other Directors are all members of the staff. The only other publications owned by the company today are the recently acquired weekly paper *Blighty*, and the *Greyhound Express*, but the Directors are said to be contemplating an ambitious programme of new enterprises for the time when newsprint is freely available.

After Lord Riddell's death in 1934 his shares were purchased mainly by Sir Emsley Carr and the Trust which Sir Charles Jackson had established for his children. The Articles of Association of the company stipulate that existing shareholders have the first right to purchase any shares offered for sale. It was a provision for which Lord Riddell himself was responsible, and he had caused the same qualification to be used in the Articles of the *Western Mail*. As a consequence there could be, in the first instance at any rate, no possibility of free competition and the price realised for his own shares was inevitably less than could otherwise have been obtained.

Mr. Dunn joined the board as the representative of the Jackson Trust. Sir Charles had twin sons and one daughter. One of the sons was killed in a ski-ing accident, and the other is a Professor of Science at Oxford.

The issued capital of the company consists of 1,000,000 £1 7% Preference shares, 700,000 £1 8% Preference shares which are publicly held and £600,000 in Ordinary shares which are in private hands. A dividend of 12½% free of tax was paid on the latter in the year 1946 and 11½% for the previous five years. Dividends of 20% were the rule in the years immediately before the war on an Ordinary capital of £400,000. Financially the company is very strong with liquid resources of over two million pounds.

Two groups own, between them, the majority of the Ordinary shares. There is the estate of the late Sir Emsley Carr as a large holder and with the holdings of members of his family the total interest exceeds 175,000. Then there is Philip G. Dunn, who has 4,500 shares standing in his own name and jointly with two others another 146,280. The shares owned by the Jackson Trust are included in this number. Other considerable holdings are those of Harold S. Gouldsmith and three others 46,560, Reginald A. Phillips and others 42,645, Mrs. Constance Mary Inman 18,360, Bertram F. Jones (a Director) and two others 24,126, William Owen and two others 9,936, the Public Trustee (estate of Edgar Fifoot, for many years the General Manager) 16,305, Mrs. Elizabeth Poublon 13,080, Executors of D. T. Alexander 8,580, Leslie W. Innes 6,978, Mrs. Violet Cowland 6,375 and Mrs. Nita M. Stevenson 5,952. Bertram F. Jones also has 3,186 in his own name.

The market value of the Preference shares is approximately £3½ million. The Ordinary shares, on their dividend record, the strength of the company's balance sheet, and a comparison with market quotations for other newspaper companies, would certainly bring the total valuation to considerably more than double that figure.

## CHAPTER SIXTEEN

### *Observer*

FOUNDED in 1791 the *Observer* is the oldest of the London Sunday journals.

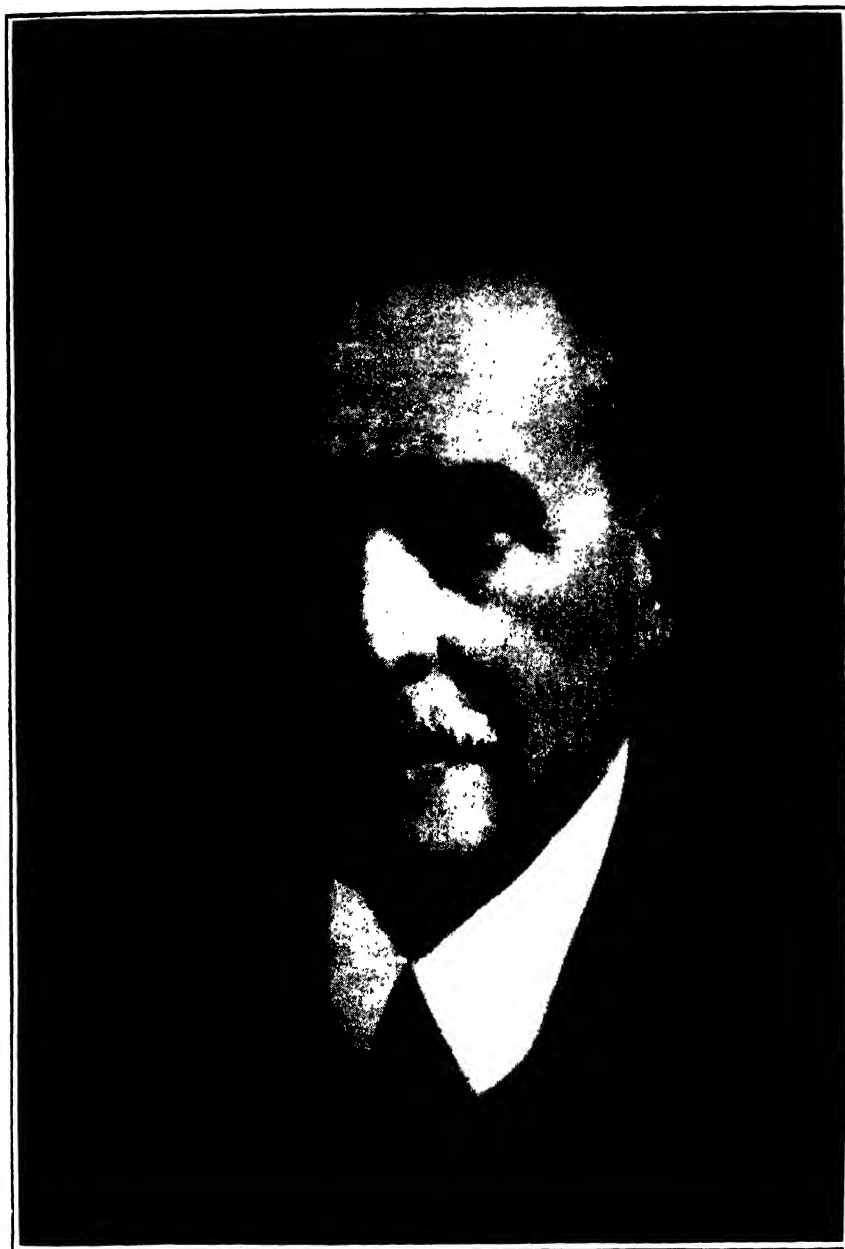
In modern times it was not a paper of any consequence until it was bought by Lord Northcliffe in 1905. Prior to that it was owned by a Mr. Beer, and the *Sunday Times* was owned by his wife. There was a great rivalry between the two, resulting sometimes in keen personal disagreement.

The position occupied by these papers at that time can be gauged by the fact that the price placed on each of them when they were offered for sale was under £5,000. The *Sunday Times* was bought by Hermann Schmidt, a German who had been naturalised in this country. Schmidt started the *Sunday Special* in 1897. He amalgamated that paper with the *Sunday Times* in 1904 and was the principal owner until 1915.

Despite the fact that Northcliffe was able to use the publishing facilities of the *Daily Mail* to give the *Observer* a wide distribution and to back it with all his other resources, he did not achieve any great success until he prevailed on J. L. Garvin to take over the editorship. After a year or two, political differences arose between the two men and Northcliffe said he would sell his interest if Garvin could find a purchaser. He found him in the person of the first Viscount Astor. At one time, I believe, Garvin owned a third interest but that was disposed of by him in some rearrangement of his agreement as editor.

\* \* \*

From the moment that Garvin had full editorial control the *Observer* made rapid progress. His weekly article attained a great vogue. It never occupied less than three columns and occasionally, particularly in the early days of the first Great War, ran to four and five columns and spread over from the editorial page to the first columns of the news page opposite. But there was no doubt that he was read and in 1915 the sales had gone up to 200,000 weekly. He chose a very fine team of writers for the literary, music,



VISCOUNT ASTOR  
*Observer*





dramatic and other features and also supplied a make-up which was notable and distinguished. But the paper was dominated by his own writing and to the public the *Observer* was Garvin.

His editorship lasted until 1942. There had been from time to time differences of opinion with the present Viscount Astor, who had succeeded his father as proprietor, and finally they ended in Garvin's resignation. It is not necessary to go into the causes of the dispute, although they were well known at the time, but they proved insoluble and there was a parting of the ways in consequence. For a year or so Garvin contributed an article each week to the *Sunday Express*. In March, 1945, he returned to the *Daily Telegraph*, on which paper he had started his London career in 1899. From then on his article appeared every Thursday right up to the week before his lamented death in January, 1947.

\* \* \*

The *Observer* and the *Sunday Times* occupy a position to themselves in the Sunday field and the competition between the two has always been keen. In 1915 when the sales of the former, as I have mentioned above, had attained a figure of 200,000, those of the *Sunday Times*, which my brother and I bought in that year and of which I was editor-in-chief for twenty-two years, were less than 50,000. In the years that followed, the disparity gradually changed and the *Sunday Times* passed its rival in the early thirties. Today the former sells 556,703 and the *Observer* 361,367.

Garvin was succeeded in the editorial chair by Ivor Brown, who had been for a number of years the dramatic critic, and Viscount Astor's son, the Hon. David Astor, has assumed a considerable share in the conduct of the paper.

\* \* \*

The Directors of Observer, Ltd., are Viscount Astor, Miss Ada Molesworth Kindersley and the Hon. W. W. Astor.

Meanwhile, the ownership has been transferred to a Trust, the whole of the issued capital of £50,000 (except for four £1 shares) now standing in the names of Viscount Astor and Arthur Mann, for some years editor of the *Yorkshire Post*, as Trustees. According to the public announcement

the object is to permit of the surplus profits being used for the promotion and maintenance of the prosperity of the paper. There may, of course, be other ideas in view, but the result would appear to be that instead of the profits, or a proportion of them, being distributed as dividends and therefore liable to sur-tax as part of the owners' income, they will accrue to the Trust and be available for the promotion of the prosperity of the *Observer*. Given a run of successful trading and granting that the Trust is an irrevocable one, there is no saying where this policy may end. If, however, for any reason, the tide goes the other way and the *Observer* becomes a losing proposition the Trustees will have a considerable problem to tackle.

On the face of it one is forced to the conclusion that, if Trusts of this sort became general, papers owned by them would be placed in such a position as to give them an advantage over their competitors.

\* \* \*

Other papers also owned or controlled in some way by Trusts are the *Manchester Guardian* and the *Manchester Evening News*, the *Times*, the *News Chronicle* and the weekly periodical the *Spectator*. These Trust deeds, so far as they are publicly known, do not all prohibit the payment of dividends. In the case of the *Times*, the Trust deed deals mainly with any question of the sale of the newspaper.

Wickham Steed, former editor of the *Times*, writing in his book "The Press" on this subject of newspaper Trusts, says :

" Sheltered seclusion from rough winds would not further virility in the Press as a whole."

Desirable as Trusts may be in certain circumstances, it would seem obvious that they are only of value so long as the papers concerned are able to maintain their hold on their readers. If the reverse situation were created and the accumulated profits disappeared, their value would be of a negative character.

## CHAPTER SEVENTEEN

### *Reynolds News*

AN organ of the Left, *Reynolds News* is owned by the Co-operative Press Co., which is one of the subsidiaries of the Co-operative Society. The company is registered as a Friendly Society and is not compelled to furnish the usual particulars of its capital and officers to Somerset House. The Press publishes a number of other periodicals concerned with the "Co-op." movement.

*Reynolds* was bought by the Society a few years before the war. Founded in 1850, it has had a number of owners, among them being the late Lord Dalziel, formerly well known as Sir Henry Dalziel, M.P., and at one time Chairman of the company owning the *Daily Chronicle*. For several years the Chairman of the Board of Directors was Alfred Barnes, M.P., who, I believe, occupied that position until he was made Minister of Transport in the present Socialist Government. He was succeeded by A. J. Tapping.

Pre-war, the circulation figures were not made public, but today the sale is stated at 675,877. This is the lowest circulation of the popular Sunday papers, but is undoubtedly an increase on the pre-war figures. One of *Reynolds News* earlier claims to fame was that in its columns originated, so far as this country was concerned, the heading "Hatches, Matches and Dispatches" for the announcement of Births, Marriages and Deaths.

*Reynolds News* is a brightly edited and active organ of Socialist opinion. With the unlimited resources of the Co-operative Society behind it the circulation is surprisingly small for a journal which is the only avowed Sunday paper of its particular opinions.

## CHAPTER EIGHTEEN

### PROVINCIAL NEWSPAPERS GROUP

THIS group owes its origin primarily to Mr. William Harrison, who in the late twenties was in control of United Newspapers, Ltd., publishers of the now defunct *Daily Chronicle*. Harrison had built up a large combination of newsprint, newspaper and publishing companies, but in 1930 the depression proved too much for the somewhat complicated and sensitive financial structure he had erected and other people took over control.

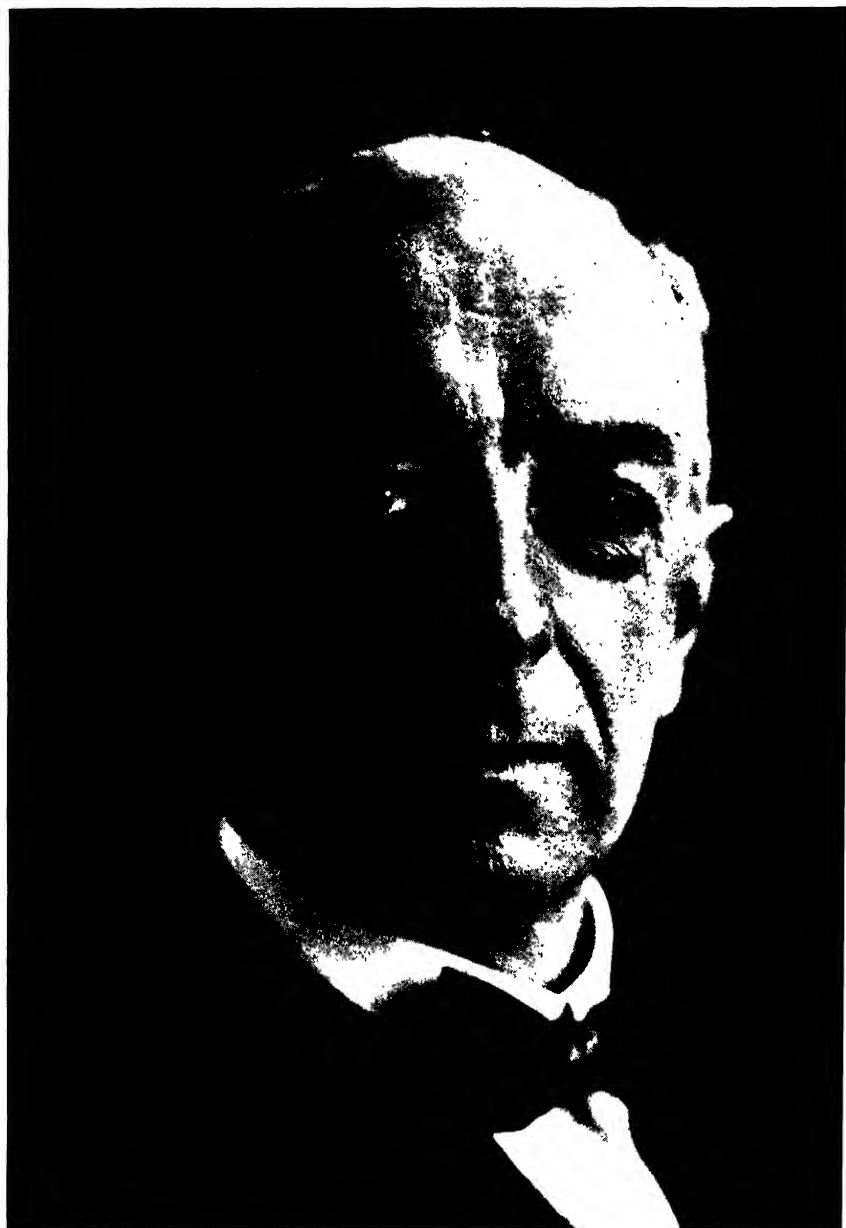
United Newspapers owned a number of papers in the provinces and a new company was formed in 1928 to take them over. It was named Provincial Newspapers, Ltd. There was at the time a considerable inter-locking of interests with the Inveresk Paper Co. which Harrison also controlled and the new company's capital was mainly divided between United on the one hand and Inveresk on the other. This situation obtained until quite recently when a rearrangement was effected.

\* \* \*

From a circulation of close on a million at one time, the *Daily Chronicle* had been on the decline for a number of years. It started life as the *Clerkenwell News* in 1855 and could therefore have claimed to be one of the oldest of the London dailies. The Lloyd family, owners, until 1927 of the largest paper-making plant in England, Edward Lloyd, Ltd., were the proprietors of the *Daily Chronicle* and also of the Sunday paper to which they gave their name, *Lloyds Sunday News*. The latter was, at one time, the most widely circulated of the Sunday papers, with a sale of a million or more. For one reason or another it did not stand up well to the keener competition of later years and gradually lost its leading position.

At the end of the first Great War the two papers were bought by a syndicate in which the Lloyd George Liberal Fund was largely concerned and also, curiously enough, the late Marquess of Bute. A substantial portion of the Fund was invested and the transaction is believed to have





SIR HERBERT GROTRIAN  
*Provincial Newspapers Group*

## PROVINCIAL NEWSPAPERS GROUP

ultimately yielded a handsome profit. Lloyd George himself was also a shareholder. Later there was a re-shuffle of the ownership and Sir David Yule, the wealthy Indian merchant, and Lord Catto acquired a considerable interest, leaving the political control still in the hands of Mr. Lloyd George.

The first Lord Reading, fresh from the glories of an Indian Vice-Royalty, became Chairman and was placed in charge. Able, resourceful and of great political knowledge, Reading was taking up a new career very late in life and, as events quickly showed, without any natural aptitude for the work of controlling and inspiring a London daily newspaper. Harrison, who succeeded him, was likewise without any experience whatsoever for what is one of the most exacting and absorbing jobs of modern times.

The end of the *Daily Chronicle* came in 1930 when it was amalgamated overnight with the *Daily News* and the latter paper changed its title to the *News Chronicle*. The sister journal, *Lloyds Sunday News*, lasted a few years longer and then, with a much attenuated sale, became part of the *Sunday Graphic*.

\* \* \*

United Newspapers, Ltd., was left with certain assets in the form of buildings and printing plant, and its shares in Provincial Newspapers, Ltd. It also retained some interest in the *News Chronicle*, but disposed of this in 1936 to the present owners of that paper.

There were substantial liabilities, including a number of long-term salary agreements. These have been discharged and United Newspapers, Ltd., is now a prosperous concern confining its energies to the control of its subsidiary company, Provincial Newspapers.

Following is a list of the four evening papers owned by that company :—

|             |                               |
|-------------|-------------------------------|
| EDINBURGH   | <i>Edinburgh Evening News</i> |
| LEEDS       | <i>Yorkshire Evening News</i> |
| NORTHAMPTON | <i>Chronicle and Echo</i>     |
| PRESTON     | <i>Lancashire Daily Post</i>  |

In Preston and Northampton, Provincial Newspapers, Ltd.



## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

situation. In Edinburgh and Leeds its papers are in competition with other local journals.

Provincial has a number of local weekly papers in various towns and a string of suburban weeklies in Southern London. It is also the owner of 49% of the *Hull Daily Mail* and the *Grimsby Evening Telegraph*.

\* \* \*

The two companies, Provincial and United, have the same chairman in Sir Herbert Grotrian, who was formerly associated with the papers at Hull. They also have the same Managing Director in J. C. Akerman. Mr. Akerman has had a long and successful career in Fleet Street. He was at one time assistant-manager of the *Times* and is now a Director of Illustrated Newspapers and several important publishing and printing companies. The other Directors of Provincial Newspapers are B. H. Binder, the well-known chartered accountant, Sir Harry Brittain, H. C. Drayton, E. L. W. Gilchrist, E. Grotrian, F. R. Lewis, A. Miller and J. H. Parham.

The members of the United Board number five, and each of them is also a Director of Provincial. They are Sir Herbert Grotrian, J. C. Akerman, B. H. Binder, H. C. Drayton and J. H. Parham.

\* \* \*

Issued capital of Provincial Newspapers, Ltd., is £500,000 in 7% first Preference, £1,000,000 in 7% second Preference and £1,000,000 Ordinary shares.

Up to September, 1946, United Newspapers were the owners of 502,337 of these Ordinary shares and the Inveresk Paper Co. had 397,500. In that month United bought the shares owned by Inveresk. No cash passed, payment being made by the United Co. issuing to Inveresk 1,590,000 of its own 5/- shares.

United today, therefore, own 899,837 shares or roughly 90% of the Ordinary capital of Provincial Newspapers.

\* \* \*

The Inveresk company was previously a substantial holder of United shares and this deal has increased their holding to considerably more than 50%. Had they kept

## PROVINCIAL NEWSPAPERS GROUP

them all they would have controlled the United Co. and therefore, indirectly, Provincial Newspapers.

But in the annual report of the Inveresk Co. issued in March of this year it was disclosed that that company had disposed of a substantial part of its shares in newspaper companies for the purpose of financing its own manufacturing extensions. There is reason to believe that this statement referred to the company's holding of United shares. The controlling interest of that company and consequently of Provincial Newspapers may now be in other hands.

\*            \*            \*

The issued capital of United Newspapers is £459,378 in 6% Preference and £786,400 in 3,145,600 5/- Ordinary shares.

Both classes of Provincial Newspaper Preference shares are dealt in on the Stock Exchange and at present prices are valued at £2,300,000. The Ordinary shares are not quoted, but taking a line through the market price of United, which owns 90% of the total, and the 12½% dividend paid for 1946, with a comfortable margin, a valuation of the Provincial company at upwards of £4 million would probably not be out of the way.

## CHAPTER NINETEEN

### WESTMINSTER PRESS GROUP

THIS group is more familiarly known in newspaper circles as the Starmer group. The late Sir Charles Starmer was its Chairman and also the active controller. J. B. Morrell of the Rowntree cocoa firm is now Chairman. The joint Managing Directors were Sir William T. Bailey and W. R. Derwent up to the end of 1946, when Sir William retired from that position while continuing his seat on the Board. The other Directors are Lady Denman, daughter of the first Lord Cowdray, the Hon. Mrs. Angela Murray, his granddaughter, A. S. Rowntree, E. E. Taylor and E. L. E. Thorneloe.

The *Westminster Gazette*, when it became a morning paper in 1921, was part of the group and this gave the combination its name. It was amalgamated with the *Daily News* in 1928, the share interest resulting from the amalgamation being later sold to the *News Chronicle* proprietary. I have dealt at some length with the history of the "W.G." as it was popularly called, in the chapter called "An Analysis of Groups."

This is easily the third group in size. It has no London papers but it owns four morning provincials, nine evenings and one Sunday, covering nine towns. It has also by far the largest string of local weeklies, numbering in all over thirty.

The list of its morning, evening and Sunday journals, which are all Liberal in politics, is as follows :—

|               | MORNING                   | EVENING                           | SUNDAY                |
|---------------|---------------------------|-----------------------------------|-----------------------|
| BARROW        |                           | <i>North Western Evening Mail</i> |                       |
| BIRMINGHAM    | <i>Birmingham Gazette</i> | <i>Evening Despatch</i>           | <i>Sunday Mercury</i> |
| BRADFORD      | <i>Yorkshire Observer</i> | <i>Telegraph and Argus</i>        |                       |
| DARLINGTON    | <i>Northern Echo</i>      | <i>Northern Despatch</i>          |                       |
| NOTTINGHAM    | <i>Nottingham Journal</i> | <i>Nottingham Evening News</i>    |                       |
| NORTH SHIELDS |                           | <i>Shields Evening News</i>       |                       |



J. B. MORRELL  
*Westminster Press Group*



# WESTMINSTER PRESS GROUP

|               | MORNING | EVENING                   | SUNDAY |
|---------------|---------|---------------------------|--------|
| OXFORD        |         | <i>Oxford Mail</i>        |        |
| SOUTH SHIELDS |         | <i>Shields Gazette</i>    |        |
| SWINDON       |         | <i>Evening Advertiser</i> |        |

At one time the group owned a morning and evening paper in Sheffield, the *Daily Independent* and the *Sheffield Mail*, but both succumbed to the greater popularity of their rivals.

The Westminster Press has no local opposition in Barrow, Bradford, Darlington, Oxford, Swindon, North Shields and South Shields. In Birmingham and Nottingham it is in competition with other local papers.

In a recent advertisement the total sale of all the papers in the group was given as over 1,270,000 copies per issue. The circulation of the morning and evening papers, plus the *Sunday Mercury*, amounts to 892,754, leaving a figure for the local weeklies of over 377,246.

\* \* \*

The capital of the Westminster Press Provincial Newspapers, Ltd., is £1,000,000 in 500,000 6% Preference and 500,000 Ordinary. There is also a debenture issue of £371,829 bearing interest at 5%. Both Preference and Ordinary are privately held. Of the latter £217,700 belongs to Whitehall Securities Corporation (a Cowdray company) and £231,000 to the Cowdray Trust. J. B. Morrell, the Chairman, has £17,500, Lady Starmer £9,900 and A. S. Rowntree "and others" £5,800.



# NEWSPAPERS OF THE PROVINCES

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## BARROW

*North Western Evening Mail*

ESTABLISHED in 1898 and has a sale of 22,098. One of the Westminster group.

## BATH

*Bath and Wilts Chronicle and Herald* (E)

ESTABLISHED in 1870. Conservative. Owned by a company called Wessex Associated News, Ltd. The Chairman and all the Directors are local and so are most of the shareholders. Issued capital is £50,000 in £1 shares and there is £10,000 in Loan capital. The shares are well spread with many local owners and there is no outstanding holder.

The paper has the City to itself. Of recent years the Bristol evening papers have been more energetic in the territory, but do not appear to have disturbed the local hold of the *Chronicle and Herald*. Circulation figures are not available.



## BIRMINGHAM

*Birmingham Post* (M)

*Birmingham Mail* (E)

*Birmingham Gazette* (M) *Evening Despatch*, *Sunday Mercury*

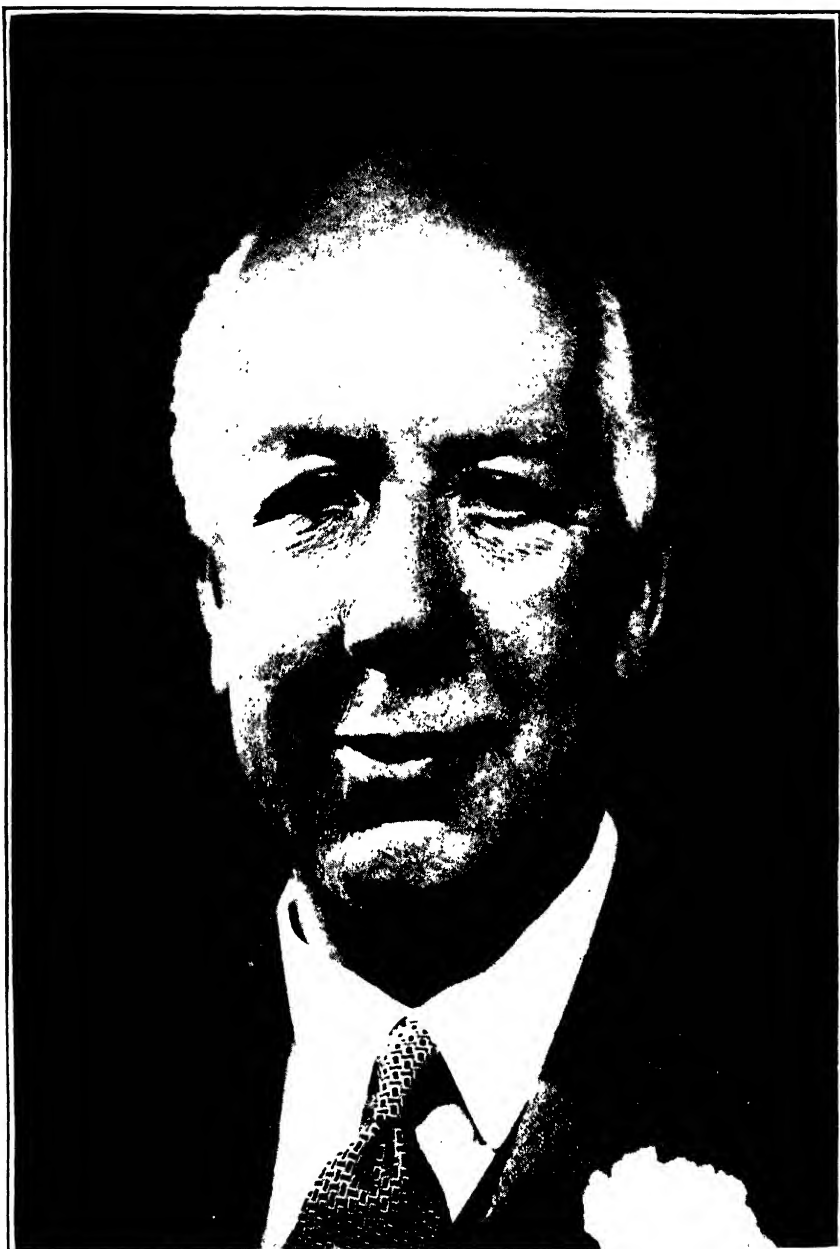
THE metropolis of the Midlands is one of the few provincial towns to possess two morning papers and two evening papers. It has also a Sunday paper and shares that honour with only four other towns outside London, viz., Manchester, Plymouth, Newcastle and Glasgow.

Each of the morning papers has an evening paper attached to it, the *Mail* being associated with the *Birmingham Daily Post* and the *Evening Despatch* with the *Birmingham Gazette*. The *Post* and the *Mail* were formerly the property of Sir Charles Hyde, who inherited them from his uncle. Sir Charles died in 1942 and left instructions that the papers should be sold only to people having local interests and not connected with any of the larger newspaper concerns. Eventually the papers were bought by Lord Iliffe for £2,250,000, the late Mr. Dudley Docker being the under-bidder.

The *Gazette*, the *Despatch* and the *Sunday Mercury* are part of the Westminster Press group.

\* \* \*

Of the two morning papers, the *Post* is the older, having been founded in 1857. The *Gazette* was produced in weekly form in 1741 but did not become a morning paper until well over a century later. The *Post* is the "quality" journal of the two. It has had a distinguished career as a political organ. When Joseph Chamberlain was a power in the land it was frequently used by him as his inspired mouth-piece. In common with other papers of its character, the *Post* has suffered from the growth of the London papers, but retains a solid hold on the more thoughtful people of its area. Economically, in pre-war days, it was not a very prosperous journal, but as in the case of similar journals elsewhere the war has changed the picture. Its circulation is not published but is believed to be in the neighbourhood of 50,000.



LORD ILIFFE

*Birmingham Post, Birmingham Mail, Coventry Evening Telegraph*



## NEWSPAPERS OF THE PROVINCES

The *Gazette* is run on mass circulation lines and has the larger sale. Its present figure is 109,464 copies per day.

\* \* \*

The *Mail* is the well-established popular evening paper of Birmingham and district, dating back to 1870. Like most of the successful provincial evening papers, it carries a great volume of classified advertising and has a sale, which is officially stated at 317,420. This is the third largest in the provinces, the first being the *Liverpool Echo*, which published its figures for April, 1947, at 375,281. The *Glasgow Evening Times* comes midway between the two with a circulation of 322,555.

Its rival journal, the *Evening Despatch*, which arrived on the scene in 1891, has had more than one owner but has been the property of the Westminster group for a number of years. Today it has a figure of 155,794. The *Despatch* is certainly a prosperous and successful newspaper, but the great disparity between the sales of the two illustrates, once again, how difficult it is to disturb the hold which a well-established paper has on its readers.

The *Sunday Mercury* dates from 1884. It had a sale in December, 1946, of 117,605, which is some 25,000 more than it was before the release of newsprint in September of the same year.

\* \* \*

The Birmingham Post & Mail, Ltd., has in issue £495,000 4½% Debentures, £1,000,000 in 5½% Preference shares and £750,000 in Ordinary shares. The latter are owned by Lord Iliffe and his family. Both the newspapers published by this company are Conservative in their politics.

## BLACKBURN

### *Northern Daily Telegraph (E)*

THE *Telegraph* was founded in 1886 and conducted for many years by T. P. Ritzema, who for some time managed the *Daily News* in London. It was one of the pioneers in making public its circulation figure. As far back as 1903 it had a sale guaranteed as "exceeding 60,000." Today it is 88,739. The *Telegraph* was purchased by Kemsley Newspapers in 1945.

## BLACKPOOL

### *West Lancashire Evening Gazette*

ONE of the youngest evening papers in the country, having made its first appearance in 1929. Belongs to a local company, the Blackpool Gazette & Herald, Ltd., of which F. A. Grime is Chairman. His two sons, H. R. Grime and F. H. Grime are joint Governing Directors, the former also being the editor and a member of the Board of Directors of Reuters. The issued capital is £45,500 with £35,500 in £1 Ordinary shares and £10,000 in £1 Preference. A majority of the Ordinary shares is held by members of the Grime family, who were the founders of the paper.

Although rather out of the way so far as the big populations of Lancashire are concerned, and having to meet the fierce competition of the Manchester and Liverpool evening papers, it has created a very substantial niche for itself with a sale of 56,175.

## BOLTON

### *Bolton Evening News*

ESTABLISHED in 1867 and owned by Tillotsons Newspapers, Ltd., a subsidiary company of Tillotson & Sons, Ltd. The issued capital is £112,169, nearly all of which belongs to the parent company. Issued capital of the latter is £28,000.

The Tillotson family, which has been for many years in the printing and publishing business, are the majority owners. Circulation 78,388.

## NEWSPAPERS OF THE PROVINCES

### BOURNEMOUTH

#### *Bournemouth Daily Echo* (E)

ESTABLISHED in 1900. Independent. One of three evening newspapers owned by Southern Newspapers, Ltd., Southampton. Circulation stated to exceed 56,000.

### BRADFORD

#### *Yorkshire Observer* (M)

#### *Telegraph and Argus* (E)

THE *Observer* was established in 1834 and the *Telegraph* in 1868. The latter absorbed another evening paper called the *Argus* in 1928. Circulation of the morning paper is 31,711 and of the evening 113,980.

Both belong to the Westminster group, which acquired them in 1928 and brought about the coalition of the two evening papers.

### BRIGHTON

#### *Sussex Daily News* (M)

#### *Evening Argus*

THE morning paper was established in 1868, and claims to have been the first halfpenny paper. The evening was started twelve years later in 1880. Both are Independent in politics and are owned by the Southern Publishing Company, Ltd.

Issued capital is £64,567, divided into £23,000 £1 Preference and £41,567 in £1 Ordinary. The whole of the Preference and 40,000 of the Ordinary shares belong to the Trustees of Harry John Infield, formerly Chairman of the company. His nephew, E. Infield Willis now holds that office. The Infield family established both papers and have owned them ever since.

The circulation of the *Evening Argus* is 36,593. That of the morning paper is 7,851.

The Hastings *Argus* is published by the same owners.

Some years ago the morning and evening papers were published in a number of editions—each being given the name of one of the larger towns around Brighton. There were the *Morning* and *Evening Argus* of Battle, Brighton, Chichester, Eastbourne, East Grinstead, Hastings, Horsham and Hove. Today the practice has been dropped and now *The Sussex Daily News* is the sole name used for the morning paper, while Hastings and Brighton each have an *Evening Argus*.

## BRISTOL

*Western Daily Press* (M)    *Evening Post*    *Evening World*

BRISTOL has one morning and two evening papers. It is one of only ten towns in Great Britain which have two or more evening papers. It is also one of five towns in Great Britain in which a morning paper is published without having an evening paper attached to it. The others are Leamington, Belfast, Jersey and Guernsey.

The *Western Daily Press* was established in 1858 and in 1932 absorbed the other morning paper published in the city, the *Times and Mirror*. It is owned by Walter Reid & Son, Ltd. There are six Directors, all Bristol people. Of the capital of £25,000, nearly £9,000 is held by A. A. Allen personally and in joint account with others. Mrs. Margaret F. L. Rigby has £5,693 and K. R. Warton £5,692. The balance belongs to eight holders. The circulation is not published.

\* \* \*

Bristol was one of two towns in which the late Lord Rothermere, on behalf of Northcliffe Newspapers, started a new evening paper called the *Evening World*. The established rival was the *Evening Times and Echo*, which belonged to Allied Newspapers.

When a general settlement between the two groups was reached in 1932, the *Evening Times and Echo* was acquired by Northcliffe Newspapers and immediately merged with the *Evening World*.

There was considerable local resentment at this happening, a resentment which was greatly fanned by the abrupt steps taken to effect the amalgamation. Statements made in the *World* added fuel to the fire and eventually there was a move, largely instigated by the Bishop of Malmesbury, to start a new paper. Local finance was found and the *Evening Post* was founded the same year. This is the youngest evening paper in the United Kingdom. Like the *Western Daily Press*, it is Independent in its politics.

The venture showed immediate signs of success and although the *World* was conducted in a most extravagant

way with cost being no consideration, the new paper more than held its own, and in a comparatively short space of time was a definite success. Whereas the subscribed capital of the *Post* is only £43,503, it was estimated that from first to last well over £800,000 had been invested in the *World*. Finally in 1936 a truce was reached and a form of joint ownership arranged.

This joint ownership is expressed in three companies.

The first is the Bristol Evening Post, Ltd., owners of the paper of that name. There are many holders and the largest individual one is the Hawkins family, who were associated with the old *Evening Times and Echo*. The Bishop of Malmesbury, previously referred to, is one of the nine Directors and has 910 shares. There are holdings in various Bank Nominee names amounting to under 10,000 and the shareholders' list has few names of people living outside Bristol and its neighbourhood.

The second company is Western Newspapers, Ltd., which was formed to establish and own the *Evening World*. The issued capital is £400,000 in £1 shares. All but six of the shares are held by the third company, Bristol United Press, Ltd., which came into being when the joint ownership was arranged.

In 1936 the Bristol United Press issued a Debenture for £110,000 in favour of P. G. Robinson, the Bishop of Malmesbury, E. J. Broad (all Directors of the Bristol *Evening Post*) and T. R. Davey and this is still outstanding. At the same time a Debenture of a similar amount was issued by Western Newspapers, Ltd., in favour of the same four people.

\* \* \*

The capital of the holding company (Bristol United Press) is £100,100 in 5% Preference and £53,900 in £1 Ordinary shares. There are only three holders and they are divided as follows :—

|                                   | <i>Preference</i> | <i>Ordinary</i> |
|-----------------------------------|-------------------|-----------------|
| Associated Newspapers .. ..       | 42,350            | 10,780          |
| Daily [Mail and General Trust] .. | 50,050            | 10,780          |
| Bristol Evening Post, Ltd. ..     | 7,700             | 32,340          |

From this it would appear that the *Post*, by virtue of its ownership of 32,340 shares in this holding company,



## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

the Bristol United Press, owns indirectly 60% of the *Evening World* subject to the Preference shares. Of the latter the two Daily Mail companies have £92,400 against £7,700.

In other words (1) the Post company owns its own paper entirely, (2) it also owns indirectly, after the Preference capital has been allowed for, the larger share of the Ordinary capital of the *Evening World*. This was made plain in the course of the Chairman's speech at the last annual meeting of the *Evening Post*. He then stated that that company had purchased the outside control of the *Evening World*.

"This was accomplished by the granting by us of a financial interest in the profits of the two papers secured by the issue of Preference shares, and a minority holding of Ordinary shares. This interest is purely financial, it is a minority interest, and carries no right of interference in the conduct of the business. In return, we obtained control of the *Evening World* for Bristolians while retaining all our own independence."

The *Evening World*, however, is still advertised as being one of the Daily Mail group.

The Directors of the Bristol United Press are :—P. G. Robinson (Chairman), S. E. Carwardine and W. A. Hawkins (Directors of Bristol Evening Post, Ltd.) and Sir John H. Inskip. The late K. A. Layton Bennett represented Associated Newspapers on the Board at the time of his recent death.

The *Post* has flourished greatly and now has a circulation of 128,979, compared with the *World's* figure of "in excess of 65,000."

## BURTON-ON-TRENT

### *Burton Daily Mail (E)*

ESTABLISHED 1898. Conservative. Owned by the Burton Daily Mail, Ltd. The financial structure is a curious one. Authorised capital is 100 shares of £1 each of which fifteen only have been issued. Four are owned by firms in the brewing trade, of which, of course, Burton is an important centre, and the others are in the names of private individuals. The Directors are : C. F. Gothard, J. F. Gretton (both of Burton-on-Trent) and C. Thorley of Uttoxeter. Circulation figures are not published.

## CAMBRIDGE

### *Cambridge Daily News (E)*

ESTABLISHED 1888. Independent. Owned by the Cambridge Daily News (1929), Ltd. The issued capital is £91,000, divided into 51,000 7% Preference and 40,000 Ordinary shares.

The whole of the Preference capital is held by the Taylor family and the Managing Director is also a member of that family. The Ordinary shares belong to the Greyfriars Press, Ltd., which is a partially owned subsidiary of Associated Iliffe Press. Circulation 26,880.

## CARLISLE

### *Cumberland Evening News*

ESTABLISHED 1914. Published five days a week, and not issued on Fridays. Is owned by J. L. Burgess and has a circulation of 17,048.

## CHELTENHAM

### *Gloucestershire Echo (E)*

ESTABLISHED 1873. Circulation "in excess of 25,000." One of the Daily Mail group.

## COVENTRY

### *Coventry Evening Telegraph*

THE one evening paper published here, the *Coventry Evening Telegraph*, is owned by Lord Iliffe and his family and is Conservative in politics. It was established in 1891 by Lord Iliffe's father, Mr. William Iliffe, and has been a family possession ever since. Mr. Iliffe was also the founder of the *Autocar* and other journals, on one of which Lord Northcliffe served for some time in his very early days.

The premises of the *Evening Telegraph* were blitzed during

the war and for some time the paper was produced with considerable difficulty at Nuneaton. It is now printed in temporary premises at Coventry. The *Telegraph* with a big population to itself has achieved the sale of 86,882.

Lord Iliffe, at one time, had large interests in the field of "class" or trade journals, but he disposed of these to Kelly's Directories, Ltd., some years ago and although the periodicals are still issued under the name of the Associated Iliffe Press, Ltd., he has no longer any interest in that firm.

## DARLINGTON

*Northern Echo* (M)

*Northern Despatch* (E)

THE *Northern Echo* was established in 1869. Circulation 124,779. The evening *Northern Despatch*, founded in 1914, has a sale of 26,080. This is one of very few towns where the morning paper possesses the larger circulation. Both belong to the Westminster group.

## DERBY

*Derby Evening Telegraph*

THE *Telegraph*, an amalgamation of the *Derby Daily Telegraph* (1879) and the *Derby Daily Express* (1884), has a circulation "in excess of 68,000." One of the Daily Mail group.

## EXETER

*Express and Echo* (E)

THE *Express and Echo* represents the merging of two evening papers, the *Devon Evening Express* and the *Echo*. It was controlled and partly owned for many years by the late Sir James Owen, who was largely responsible for its present success.

Established 1856. Independent. Certifies a circulation of 39,311 and today belongs to Western Morning News Co., of Plymouth.





S. STOREY

*Northern Daily Mail* (West Hartlepool), *Evening News* (Portsmouth), *Sunderland Echo*

## GLOUCESTER

*Citizen (E)*

ESTABLISHED 1876. Circulation "in excess of 30,000." One of the Daily Mail group.

## GRIMSBY

*Grimsby Evening Telegraph*

ESTABLISHED 1897. Circulation "in excess of 40,000." One of the Daily Mail group.

## HALIFAX

*Halifax Daily Courier and Guardian (E)*

ESTABLISHED 1892. Circulation 37,205. Owned by Halifax Courier, Ltd. Capital, £3,000 in £10 Preference and £37,000 in £10 Ordinary. All five Directors are local people and they and their families between them own a majority of the Ordinary and Preference capital.

## (WEST) HARTLEPOOL

*Northern Daily Mail (E)*

ESTABLISHED 1877. Independent. Circulation 26,993. Owned by Portsmouth & Sunderland Newspapers, Ltd.

## HASTINGS

*Evening Argus*

ESTABLISHED 1880. Independent. Is the property of the Southern Publishing Co., Ltd., who are also the proprietors of the evening and morning papers at Brighton. Circulation figures not published.

## HUDDERSFIELD

### *Huddersfield Daily Examiner (E)*

ESTABLISHED 1871 and owned by a local company, Joseph Woodhead & Sons, with a capital of 27,000 Ordinary shares of £1 each and 77,375 Preference of the same denomination. The Woodhead family have been for many years, and still are today, the principal owners. Liberal. Circulation 36,109.

## HULL

### *Daily Mail (E)*

ESTABLISHED 1885. Incorporated another evening paper known as *Hull Packet and Evening News*. Owned as to 51% by the Daily Mail group and controlled by them. Other 49% owned by Provincial group. Circulation "in excess of 110,000."

## IPSWICH

### *East Anglian Daily Times (M)*

### *Evening Star*

THE morning paper was established in 1874 and the evening in 1885. Each is Independent in politics. The *Evening Star* is the only evening paper published in Suffolk and Essex.

Both papers are owned by the East Anglian Daily Times Co., Ltd. Issued capital consists of 60,000 Ordinary shares of £1 each and 21,078 Preference also of £1 each. Out of the 60,000 Ordinary shares, 28,250 are held by the Executors of Russell J. Colman, equal to nearly 50%. Mr. Colman also had a large interest in the papers at Norwich.

The four Directors are Sir Percy W. Everett (Chairman), Sir Basil E. Mayhew, B. R. Wilson and W. O. Copeman, and they and their families own more than half of the remaining Ordinary shares. Circulation figures are not published.

## KETTERING

### *Northamptonshire Evening Telegraph*

ESTABLISHED 1897. Independent. Owned by the Northamptonshire Printing & Publishing Co., which has an issued capital of £35,931. There are six Directors, all local. The shareholders also are practically all local people. Circulation not published.

## LEAMINGTON

### *Leamington Spa, Warwick, Kenilworth and District Morning News*

ESTABLISHED in 1896, this paper has the longest title in the country. Locally it is known as the *Leamington News* and was, until recently, the only morning or evening newspaper in this country to maintain its publication at one halfpenny. It has now, however, increased its price to one penny. It is non-political and has a circulation of 6,700. Leamington is also the only town with a morning but no evening paper.

The issued capital of the owning company, Leamington Morning News, Ltd., consists of £403 in £1 shares and is divided between the Directors, who are three in number.



## LEEDS

*Yorkshire Post* (M)

*Yorkshire Evening Post*

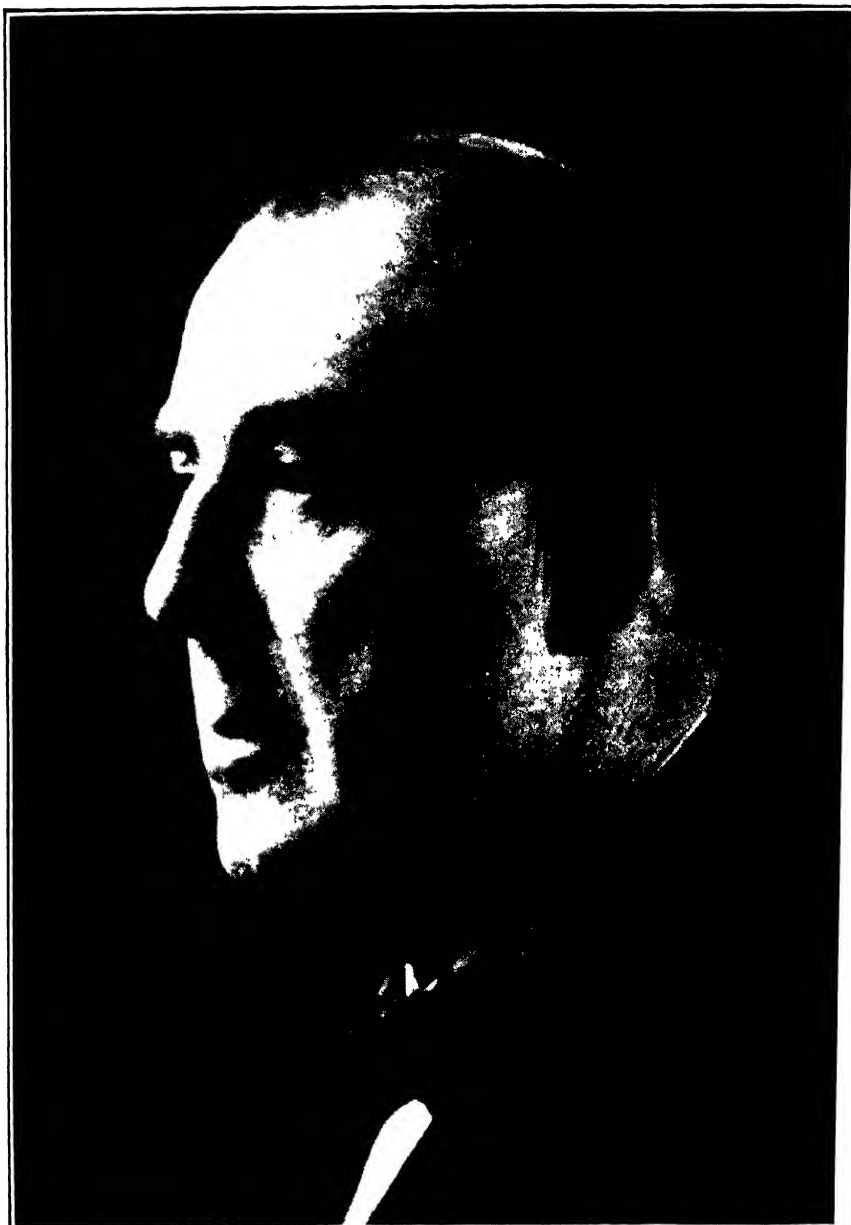
*Yorkshire Evening News*

LEEDS possesses one morning and two evening papers. The *Yorkshire Post*, the morning paper, established in 1754 as a weekly, once had a rival called the *Leeds Mercury*, also started as a weekly as far back as 1718. It was bought by the late Lord Rothermere from the former proprietors, the Baines family, who were also interested in the weekly *Graphic* publications in London. After several years of ownership he sold it to the *Yorkshire Post*. The *Mercury* continued publication until November, 1939, and was then merged in the *Post*. The latter has been a notable journal of opinion for many years. After the amalgamation it was reduced in price from 2d. to 1d. and gained largely in sale thereby. Whereas it was formerly a newspaper for the more leisured classes, with a sale of under 30,000, today it has a wider appeal and sells 160,957 copies per issue, the third largest morning sale in the provinces.

Both the *Yorkshire Post* and the *Evening Post* are owned by the Yorkshire Conservative Newspaper Co. The Hon. Rupert Beckett has been the Chairman for many years and takes a keen and active interest in its affairs. The shareholders include a number of the leading Conservative families in the county. At the time of the Munich crisis, under the editorship of Arthur Mann, and with the approval of the Chairman, the morning *Post* took a strongly anti-Chamberlain line. Some of the shareholders were of a different mind and there was rather a stormy meeting, but the policy was not changed. The *Post* also has the distinction of having had on its staff in his early days Anthony Eden, who is a nephew by marriage of Mr. Beckett.

\* \* \*

Like the *Manchester Guardian*, the pre-war twopenny *Yorkshire Post* was not always a financial success, and if it had not been for the prosperity of its evening edition its survival in its pre-war form might have been a doubtful



THE HON. RUPERT BECKETT  
*Yorkshire Post, Yorkshire Evening Post (Leeds)*



matter. The reduction in price and the more popular presentation of its contents has made its future certain.

The same sort of position became true of most of the provincial morning papers of weight and influence in by-gone days. If the proprietors of these journals had not had the prescience to enter the evening field their look-out would have been a poor one. Today, thanks to the war, the situation has greatly changed and the morning papers have, for the moment at any rate, a prosperity of their own.

\* \* \*

The *Yorkshire Evening News* was started in 1872 as the *Leeds Daily News* and is the older of the two evening papers. The *Evening Post* came into existence in 1890. The *News* was formerly the property of the Yorkshire Liberal Newspaper & Publishing Co. and a substantial interest in this company was acquired by United Newspapers some years after the first Great War. Then when Provincial Newspapers was formed in 1928 it became one of the four evening papers now owned by that company.

There has been a long and, at times, bitter battle between the two papers. Prosperity has attended them both, but the *Evening Post* has a commanding lead in circulation. The figures are : *Evening Post* 239,527, *Evening News* 149,366. The *Evening Post* figure makes it the sixth largest certified evening sale outside London.

Each of the papers is printed in Leeds and Doncaster.

The Yorkshire Conservative Newspaper Co., Ltd., is a public company with a capital of £250,000. Of this £50,000 is in 7½% Preference shares and the balance in 20,000 shares of £10 each. There are in all 438 shareholders and there is no one dominant holder. The largest single holding belongs to Mrs. D. U. Phillips with 1,034 shares. There are only four others with over 600 each. The Directors are the Hon. R. E. Beckett, C. G. Forbes Adam, T. L. Taylor, Col. H. D. Bousfield, Comdr. J. B. Adams, C. L. Sagar-Musgrave, Major R. S. Pearson and Brig. A. M. Ramsden. The company has been conducted on truly conservative lines and has now reserves practically equal to the Ordinary capital.

## LEICESTER

*Leicester Evening Mail*

*Leicester Mercury* (E)

THE *Mercury* is the older of the two papers having been established in 1874, while its contemporary did not come on the scene until 1910. In 1929 the *Mail* was bought by the Daily Mail (Northcliffe Newspapers) group, and there developed very keen competition. Leicester was one of the "high spots" of the evening paper campaign waged at that time.

After several years a truce was called and a scheme of joint ownership arranged similar to that which was made at Bristol. Prior to the battle the *Evening Mercury* had been far and away the leading paper and although the newcomers spent money on a lavish scale they failed to disturb the *Mercury's* supremacy. Its political outlook is Independent.

\* \* \*

The *Mercury* is owned by F. Hewitt & Son (1927), Ltd. The issued capital is £200,000 in £1 8% Preference, £132,500 in £1 10% Preferred Ordinary and £2,500 Deferred £1 shares. F. V. Hewitt is Chairman and there are four other Directors, all Leicester people. Of the Preferred Ordinary shares the Hewitt family hold a clear majority and have done so for many years.

The 2,500 Deferred shares were created to effect a joint ownership between the two papers. All but six are owned by a company called News Holdings, Ltd. The latter company has a capital of 100,000 shares of £1 each. Of this number 40,000 are held by Associated Newspapers (as successors to Northcliffe Newspapers) and 60,000 by F. V. Hewitt as nominee for F. Hewitt & Sons (1927), Ltd. There are three Directors representing the Hewitt company and two for Associated Newspapers.

Then there is the third company called Midland Newspapers, Ltd., the one which owns and produces the *Evening Mail*. Except for two shares, the whole of the £201,360 capital here belongs to News Holdings, Ltd.

\* \* \*

## NEWSPAPERS OF THE PROVINCES

In effect what all this amounts to is that the Hewitt company has created 2,500 Deferred shares which are held by News Holdings, and the latter company also owns the whole of the capital of the *Mail* company, Midland Newspapers, Ltd. The Hewitt company, by virtue of its 60,000 shares in News Holdings, Ltd., indirectly owns 60% of the *Mail* company and 60% of the 2,500 Deferred shares in its own company. In the same indirect way the Associated Newspapers have 40% of the Deferred shares just mentioned and 40% of the company which publishes its own paper, the *Mail*.

The Deferred shares only receive a dividend after the Hewitt company has paid dividends amounting to £29,250 on its Preference and Preferred Ordinary shares. Dividends on the Deferred shares go to News Holdings, Ltd., and 60% goes back to the Hewitt company, plus 60% of any dividends paid on the shares of Midland Newspapers, Ltd. The last dividend on these Deferred shares was £3,000 net.

The result of this arrangement is that while the ownership of the *Mercury* has not been changed except by the creation of the Deferred shares, it is also the proprietor of three-fifths of the *Mail*.

Both the papers continue to be produced as separate entities. In the matter of sales the *Mercury* has a big lead with a figure stated to be "over 120,000." That of the *Mail* is "in excess of 45,000."

## LINCOLN

### *Lincolnshire Echo (E)*

ESTABLISHED 1893. Circulation "in excess of 25,000." One of the Daily Mail group.

## LIVERPOOL

*Liverpool Daily Post* (M)      *Echo* (E)      *Evening Express*

LIVERPOOL is a unique town so far as its newspapers are concerned for it has one morning paper and two evening papers, all three owned by the *Liverpool Daily Post & Echo*, Ltd. Each is Independent in politics.

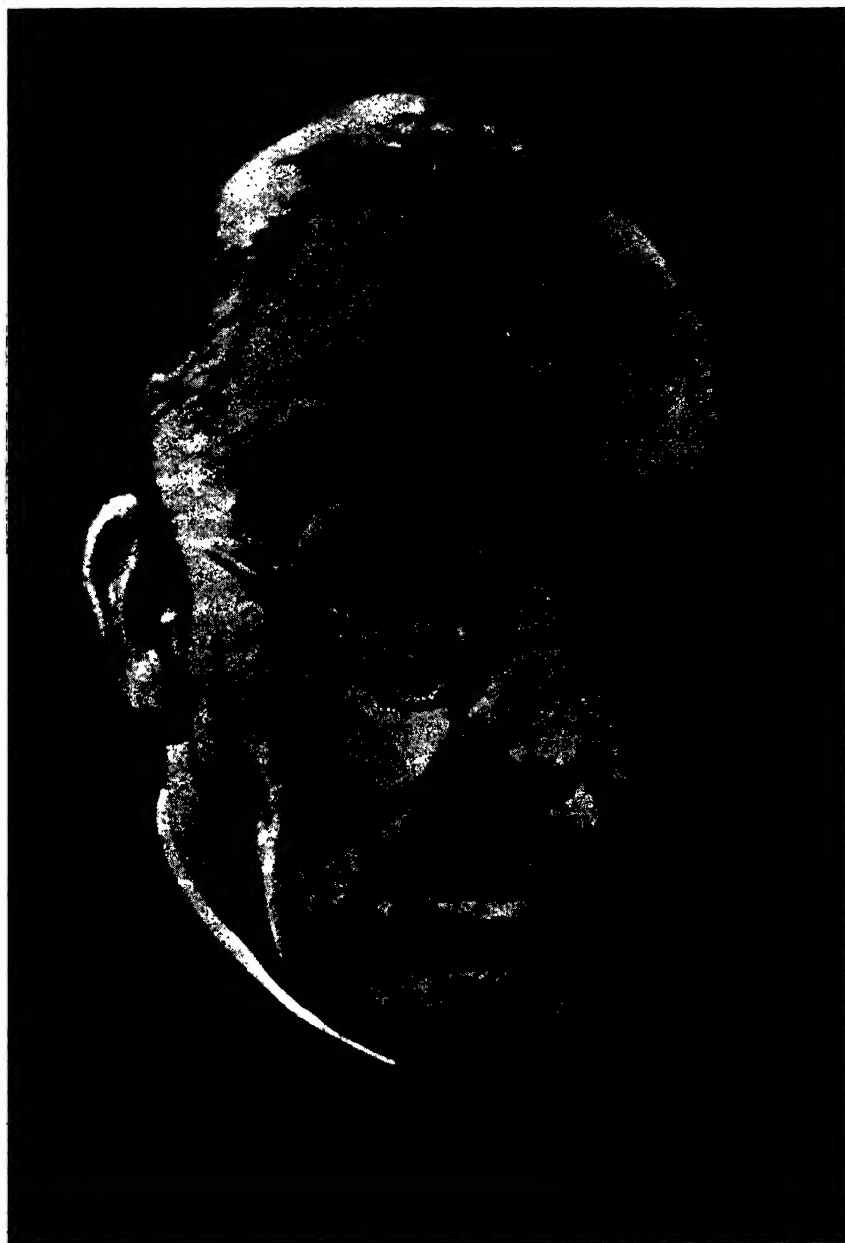
The two evening papers are the *Echo* and the *Evening Express*. The latter was the property of C. Tinling & Co., which company also owned a large printing business. Some twenty years ago the *Post & Echo* acquired the whole concern. The *Express* was a struggling property and never a successful rival of the *Echo*. At the time of purchase, it was anticipated that the two papers would be amalgamated but the new proprietors took a different view, perhaps preferring to provide their own opposition instead of making the Liverpool area a tempting field for some enterprising and venturesome newcomer.

The papers are maintained as separate organisations, but the lead of the *Echo* is indeed a commanding one. While the *Express* sells 110,300, the *Echo* soars above it with a sale of 375,281 (April, 1947). This is the largest sale of any evening paper outside London. Published in a thickly-populated industrial area, the *Echo* is possibly also the most profitable newspaper of its kind in the provinces.

\* \* \*

It is said that the *Liverpool Post* was the first penny paper. Sir Edward Russell occupied the editorial chair for the very long period of fifty years, from 1869 to 1919. He was made a peer in October, 1919, taking the name of Lord Russell, but died five months later in February, 1920. Under his editorship the *Post* attained a leading position in English journalism. It has a circulation today of 76,122 (April, 1947).

The company which owns the three papers is a rock of financial stability. Its profits for 1946 amounted to £195,819, after providing for all taxation. With the annual balance sheet there is issued a list of the investments owned. These total over £1,500,000, all in gilt-edged securities. This reserve has been built up over many years and is the



ALLAN E. JEANS

*Liverpool Daily Post, Liverpool Echo, Evening Express*





consequence of an extremely cautious policy in the way of dividends. At the same time the newspapers have been maintained in a highly efficient state.

The capital of the company, which was first registered in 1904, is £900,000 being divided into £200,000 in 5% Preference shares, £699,988 in Ordinary stock and twelve Management shares of £1 each. The Directors' qualification is £5,000 in Ordinary stock and one Management share. Voting provisions are that the Ordinary stock carries one vote per £1 held and the Management shares 1,000 votes each, but both Preference and Ordinary can vote only in regard to the winding up or sale of the undertaking.

Colonel G. D. Timmis is Chairman and Allan E. Jeans, Vice-Chairman. Mr. Jeans is also Managing Director and Managing Editor and his son is a Director. The family have been associated with the papers for many years. Sir Alexander Jeans, father of the present Managing Director, occupied that position until 1924 when he was succeeded by his son. The other Directors are : Comtesse M. L. F. de Meeus, Sir Frederick M. Radcliffe, W. R. Gaskell, Mrs. F. K. Feeny, A. G. Jeans, E. H. Gaskell, R. M. Gamble and R. A. L. Billson.

\* \* \*

The shares are widely distributed but the Directors hold and represent a large number. W. R. Gaskell and members of the family of that name have 43,769, Sir Frederick M. Radcliffe 21,927, Executors of Sir Alexander Jeans 16,500, Colonel G. D. Timmis (Chairman) 15,398, R. A. L. Billson 10,545 and in joint account with others 20,000, Hugh Gamble (deceased) and members of that family 19,917, and Comtesse M. L. F. de Meeus 5,000.

The largest individual holding is in the name of Water Street Nominees (Martins Bank), 79,609. Executors of two members of the McCorquodale family hold between them 17,046, Royal Insurance Company 10,780, Domingo de Larrinaga 9,967, the Executors of Dalrymple Maitland 9,854, Lord Russell of Liverpool, in joint account with two others, 9,575, and Executors of H. A. Brocklebank 7,285.

The market value of the shares of the company is over £6 million.

## MANCHESTER

*Daily Dispatch, Evening Chronicle, Sunday Chronicle,  
Sunday Empire News, Sporting Chronicle,  
Manchester Guardian, Evening News*

MANCHESTER is far and away the largest newspaper centre outside London. Indeed, it closely rivals the metropolis itself. Not only are there three morning papers (one a sporting journal), two evening papers and two Sunday papers which have their homes there, but also editions of six London dailies and five London Sunday papers are printed in the city. The reason for this is that, while there is a population of twelve million people living within a radius of fifty miles, the city is also the only centre from which effective and early distribution can be made in the North of England and to some extent in Scotland.

The two pairs are the *Manchester Guardian* and the *Evening News* and the *Daily Dispatch* and the *Evening Chronicle*. The latter journals were originally published by Hulton & Co. Today they are part of the Kemsley organisation, as are also the sporting paper, the *Sporting Chronicle*, and the two Sunday papers, *Sunday Chronicle* and *Sunday Empire News*.

\* \* \*

The *Manchester Guardian* is one of the famous papers of the world and has the widest distribution of any provincial daily. Before the war the sale, although nation-wide, with a selective circulation outside this country, was probably not more than 50,000 a day. Today double that figure would probably be an under-estimate. No official figures are published, but it is certain that the number of copies sold has never been as high as it is at the present time. In pre-war days the advertising revenue was not too substantial and there were periods when the year's results were unsatisfactory from a financial point of view. It was assisted in those difficult times by the publication of industrial and international supplements carrying a considerable volume of advertisements.

The *Guardian*, established in 1821 as a weekly, was brought to fame and world-wide reputation through the

## NEWSPAPERS OF THE PROVINCES

ability of the late C. P. Scott, for many years editor and principal proprietor. He was succeeded by his second son but the latter, who showed promise of a journalistic flair equal to that of his father, was drowned in a boating accident on Lake Windermere only a few years after he had taken over the reins.

In a recently published book on the life of Mr. Scott, it was stated that the financial independence of the *Guardian* was achieved by the purchase of the *Evening News*. This paper was for many years printed at the *Guardian* office but belonged to Russell Allen, and it was not until 1924 that the two papers came into the one ownership. The *Evening News* has been for many years a successful and prosperous journal and, whereas today the *Guardian* is well able to stand on its own feet, the association with an evening paper, which is a certain money-maker at all times, gives it a stability of the greatest consequence should it again have to face periods of depression for quality papers of comparatively small circulation.

The *Evening News* differs from the *Guardian* in that it is an evening newspaper making the ordinary appeal. It is the older of the two evening papers, having been established in 1868. No circulation figures are issued, but it is believed that the sale is upwards of 250,000.

In the absence of a certificate I have not ranked the paper in the order of sequence of the sales of evening papers outside London but it is certainly in the first six or seven.

In the same ownership there is also a weekly paper called the *Manchester Guardian Weekly*.

\* \* \*

The Manchester Guardian and Evening News, Ltd., has an issued capital of 100,000 4% £1 Preference shares, 161,200 Ordinary shares of £1, and a Special Ordinary share of £1. This £1 share was issued to Russell Allen at the time the *Evening News* was purchased. It has since been transferred to J. R. Scott and seems no longer to have any particular significance. There are also £150,000 4% Debentures. The last annual accounts showed a net profit, after tax, of £48,605 and liquid assets of over £280,000.

The Ordinary shares are now held in a Trust and all dividends must be used for the furtherance of the newspapers.

J. R. Scott, Chairman of the company, and only surviving son of C. P. Scott, has divested himself of the ownership in these shares and has appointed a panel of seven Trustees. The Trustees have no control over the policy of the papers, which is vested in the editors, but Mr. Scott retains the business control and also the power to appoint and dismiss Trustees. This trust is not a perpetual one and can be reconstituted from time to time.

The present Trustees are J. R. Scott (Chairman), L. P. Scott, A. P. Wadsworth (Editor of the *Guardian*), Lord Simon of Wythenshawe, E. S. A. Montague (London Editor), Sir William Haley (late Managing Director of the company, now Director General of the B.B.C.) and Paul Patterson (*Baltimore Sun*).

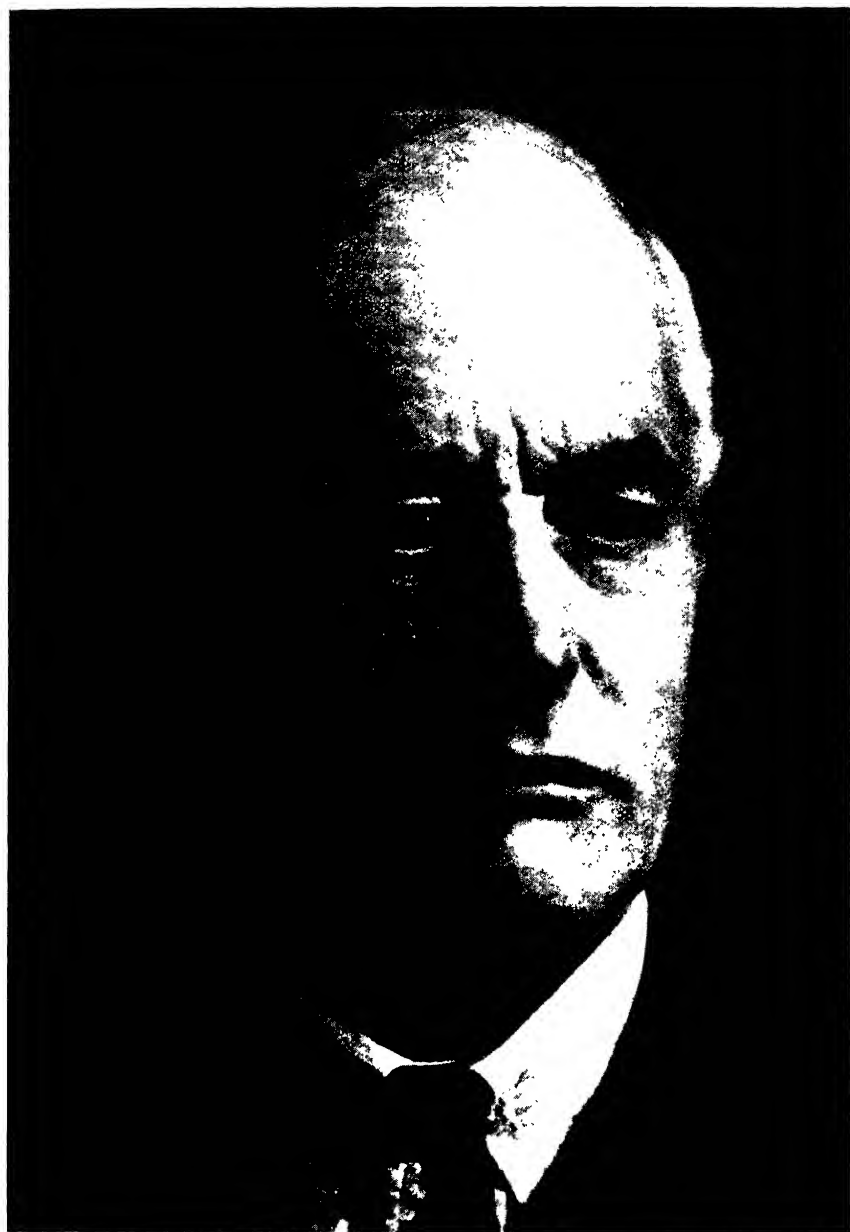
The Directors of the company are J. R. Scott, L. P. Scott, A. P. Wadsworth, J. C. Beavan, E. A. Montague and James Bone. J. R. Scott is also a Director of four or five industrial companies.

At one time Lord Northcliffe essayed an adventure in the Manchester field. In 1905, he bought from the Sowler family the *Manchester Courier*, a morning paper which in its day had a considerable standing. He took James Nicol Dunn, previously the editor of the *Morning Post*, and installed him as editor with a big fanfare of trumpets and a large ceremonial lunch. At this function it was announced that Mr. Dunn had bought only a single ticket to Manchester from London and his stay there would be a permanent one. But the Northcliffe direction of the *Courier* was not successful and after strenuous efforts to attain a successful footing it died in January, 1916.

\* \* \*

The newspapers published by Hulton & Co., Ltd., in Manchester were the original basis of what was formed as Allied Newspapers, Ltd., and is known today as Kemsley Newspapers.

The *Daily Dispatch* radiates out a great deal in Lancashire, Yorkshire and other parts of the North of England. As a consequence its sale is a large one, averaging 511,680 in the first six months of 1947. This is the highest figure among the provincial morning papers.



J. R. SCOTT

*Manchester Guardian, Manchester Evening News*



## NEWSPAPERS OF THE PROVINCES

The *Dispatch* is laid out on the lines of the London mass circulation dailies and, while it has the advantage of being the local "popular" morning paper in Manchester and the immediate neighbourhood, it has to face keen competition on equal terms, in more remote territory, with the Manchester editions of the London papers.

The *Evening Chronicle* has a circulation of 270,896. It is the fourth largest certified evening sale outside London, only beaten by the *Liverpool Echo*, the *Glasgow Evening Times* and the *Birmingham Mail*.

The *Sporting Chronicle* confines itself entirely to the subject denoted in the title. It has a sale of 32,657.

\* \* \*

The *Sunday Chronicle* was at one time a great "opinion" paper. It had a collection of "columnists," as they would be known nowadays, including Robert Blatchford and others, with the news features not always given first place. That was in the early Hulton days. Over the years it has gradually changed its character and is now a paper on similar lines to the *Sunday Express* or *Sunday Dispatch*. The present sale is 1,163,670.

The *Sunday Empire News* is the more widely circulated of the two Sunday papers published in Manchester. Originally called the *Umpire*, it was purchased by the late Sir Edward Hulton and re-christened *Empire News*—the "Sunday" being a recent addition. Although of late years some space has been devoted to Empire news and notes, the paper in the main is an ordinary Sunday newspaper with rather more sensational appeal than the *Sunday Chronicle*. Its circulation of 2,033,177 is mostly in the North and the Midlands. Like other of the Sunday papers, it has a great following among those who engage in football and other competitions.

## MIDDLESBROUGH

• *Evening Gazette*

ESTABLISHED 1869. Circulation 100,928. One of the Kemsley group.



## NEWCASTLE

*Newcastle Journal and North Mail* (M)    *Evening Chronicle*

### Sunday Sun

NEWCASTLE is a Kemsley stronghold. Up to a few years ago the *Newcastle Journal* was a separate morning journal belonging to the Storey family, but not a very profitable one or of large circulation. It is now amalgamated with the *North Mail*. The latter, one of several provincial papers established by the late C. Arthur Pearson, was an attempt to rival the old *Newcastle Chronicle*, for so many years associated with the name of Joseph Cowen, one of the outstanding political figures of his day. J. L. Garvin was on the staff before coming to London.

The *North Mail* proved a failure and in due course was amalgamated with the *Chronicle*. The title of *Chronicle* for the morning paper was dropped on account of its conflict with that of the *Evening Chronicle*, and the name of the combined paper changed to *North Mail and Morning Chronicle*. Now with the acquisition of the morning *Journal*, it has become the *Newcastle Journal and North Mail*.

\*           \*           \*

The three Newcastle papers were owned by a company headed by Sir Arthur Sutherland and sold in 1924 to Allied (now Kemsley) Newspapers.

The *Journal and North Mail* has a circulation of 164,513, which is the second largest circulation among the English provincial morning newspapers.

The *Evening Chronicle* is also a paper of large circulation certified at 253,106, the fifth largest outside London, with the *Yorkshire Evening Post* next at 239,527. It is of fairly old standing, having been established in 1885. Several attempts have been made to publish successful rivals but without success. Newcastle was the key point in the extensive campaign made by the late Lord Rothermere to establish a chain of evening newspapers in the provinces. The end of the fight with the *Evening World* was that while at one time the *Chronicle* circulation had dropped from 160,000 to a little over 100,000, at the close of the battle it

## NEWSPAPERS OF THE PROVINCES

had not only regained all it had lost but put on another 20,000 readers. The *World* was merged with the *Chronicle* in 1932.

The *Evening Chronicle* was one of the comparatively few papers produced in usual form and without break during the General Strike of 1926. Mobs frequently surrounded the building, but the editor at that time, Edward C. Tebbitt, was undaunted and the paper was published each day in a more or less normal way.

The *Sunday Sun* is a comparatively modern publication. It was started in 1919 and has now a circulation of 200,403.

## NORTH SHIELDS

### *Shields Evening News*

ESTABLISHED 1864. Circulation 12,709. One of the Westminster group.

## NORTHAMPTON

### *Chronicle and Echo (E)*

As might be assumed from its name the *Chronicle and Echo* is an amalgamation of two papers, the Northampton *Daily Chronicle* and the *Daily Echo*—both of which were established in 1880. Circulation 42,780. One of the Provincial group.

## NORWICH

### *Eastern Daily Press (M)*

### *Eastern Evening News*

THE morning paper was established in 1870 and the evening in 1882. No sales certificates are issued. Both are Independent in politics and are owned by the Norfolk News Company. The Directors, all of whom are resident in Norwich or neighbourhood, are Sir Basil E. Mayhew (Chairman), A. W. Tillett, W. O. Copeman, A. Cozens-Hardy, D. W. Tillett, T. D. Copeman, Lettice E. E. Colman.

Issued capital of the company is £134,064, all in £1 Ordinary shares. The largest holder is the estate of the late Russell J. Colman, with 62,450 shares, and the other shares are mainly held by members of local families, several of whom are represented on the Board.

Mr. Colman's estate also has a large interest in the Ipswich papers.

## NOTTINGHAM

Nottingham Guardian (M)      Nottingham Evening Post

Nottingham Journal (M)      Nottingham Evening News

NOTTINGHAM is one of twenty-four towns in Great Britain where there are two or more papers published daily. It is also one of the few towns which have two morning papers and two evening papers. Outside London there are only three others, Birmingham, Manchester and Glasgow. The last named has three of each kind. Belfast has four morning papers but only one evening.

The *Journal* was established in 1710, and claims to be the second oldest paper in the country. Like many of our old papers it was not started as a daily. As far as I have been able to ascertain there was no daily paper outside London until after 1854. Its rival, the *Guardian*, appeared first in 1861.

The *Evening Post* came into existence in 1878 and the *Evening News* in 1885.

The *Guardian* and the *Post* are the property of T. Bailey Forman, Ltd. The principal owner was the late Mr. Bailey Forman. The whole of the issued capital of £110,347, with the exception of £101, is held today by his sister, Mrs. Dorothea K. Forman Hardy, who is the Governing Director. No circulation figures are published. Both are Independent in politics.

The other two papers belong to the Westminster group. The *Journal* circulation is 30,960 and that of the *Evening News* 58,747. At one time there was a morning paper called the *Nottingham Daily Express*, founded in 1860. It lasted till 1918 and was then amalgamated with the *Journal*.



ROBERT PERKINS  
*Southern Daily Echo (Southampton),  
 Bournemouth Daily Echo,  
 Dorset Daily Echo*



MRS. FORMAN HARDY  
*Nottingham Guardian,  
 Nottingham Evening Post*



SIR PERCY EVERETT  
*East Anglian Daily Times,  
 Evening Star (Ipswich)*



SIR BASIL MAYHEW  
*Eastern Daily Press,  
 Eastern Evening News (Norwich)*



## NUNEATON

### *Midland Daily Tribune (E)*

ESTABLISHED 1914. Independent. Owned by Leamington Spa Courier, Ltd. Issued capital of company is £49,350 in 4,000 £1 Preference and 45,350 £1 Ordinary shares. The five Directors are all local people. There are 44 shareholders and the largest individual holding is 6,500 in a family trust. Other family holdings account for about 40% of the total. The circulation is not published.

## OLDHAM

### *Oldham Evening Chronicle*

ESTABLISHED 1880. Liberal. Owned by Hirst, Kidd & Rennie, Ltd. The capital is £50,000 in £1 Ordinary shares and the Directors are Henry Hirst, C. E. Kidd, J. Hirst, J. P. Cain and T. Selwyn Lloyd.

The Hirst family have nearly 18,000 shares between them, the Kidd family have 12,000 and members of the Rennie family 6,000. There are thirteen other holders for the balance of 14,000 shares.

Circulation 34,000.

## OXFORD

### *Oxford Mail (E)*

THE *Oxford Mail* was established by the Westminster group in 1928, and is still owned by them. One of the youngest evening papers in the country. Circulation 37,429.

## PENZANCE

### *Cornish Evening Herald*

ESTABLISHED 1886. Independent. Circulation figures not published. Owned by Western Morning News Co., of Plymouth.

## PLYMOUTH

*Western Morning News*

*Western Evening Herald*

*Western Independent*

PLYMOUTH furnishes yet another example of a town where there once were two morning and two evening papers. This position lasted until 1912, when economic considerations forced an amalgamation and there is now one morning and one evening paper. Both are the property of Western Morning News Co., Ltd. The principal shareholder for many years was Sir Leicester Harmsworth, a brother of Lord Northcliffe. Since his death the mantle of responsibility has fallen on his son, Sir Harold Cecil Harmsworth.

The *Western Morning News* is the only morning newspaper published in the South-West of England and Cornwall and has a sale of 46,774. The *Western Evening Herald* also has a large area to itself with a sale of 71,723.

\* \* \*

The issued capital is £250,000, of which half is in Ordinary and half in 8% Preference shares. The largest holder is Consolidated Press, Ltd., which has £100,000 of the Ordinary capital, and the Chairman, Sir Harold Harmsworth, owns £24,773 of the balance.

Consolidated Press, Ltd., which on account of its holding controls the Plymouth company, has a capital of £103,677 in 6½% Preference shares, 800,000 "A" Ordinary shares and 200,000 "B" Ordinary shares, each of 2s. nominal value. Of these the Executors of Sir Leicester Harmsworth own 391,995 "A" shares and 98,000 "B" shares. Sir Harold Harmsworth owns on his own account 408,000 "A" shares and 102,000 "B" shares and therefore controls this company and indirectly the Western Morning News Company.

In the same ownership there are evening papers at Exeter, Torquay and Penzance. The total circulation of the group (excluding the Penzance paper, the figures for which are not available) is 179,667.

Consolidated Press, by the way, is the proprietor of the Field Press, which publishes the famous sporting and agricultural weekly of that name.

## NEWSPAPERS OF THE PROVINCES

There is also a Sunday paper published in Plymouth, the *Western Independent*. Although probably few people outside the district know of its existence, it is the third oldest Sunday paper in the country, having been founded as far back as 1808. It is owned by a local firm called Whitfield & Newman, Ltd. The circulation is 35,933, and it is unique in being the only one of the seven provincial Sunday papers without affiliation to any other newspaper.

All three Plymouth papers are Independent in their outlook.

## PORTSMOUTH

### *Evening News and Southern Daily Mail*

ESTABLISHED 1877. Independent. Circulation 96,977. This is one of three evening papers owned by Portsmouth & Sunderland Newspapers, Ltd., the others being at Sunderland and W. Hartlepool. The company had a morning newspaper in Newcastle called the *Journal* but sold it a few years ago to Kemsley Newspapers.

The issued capital is £480,000 divided into 110,000 5% Redeemable Preference, 250,000 Participating Preference and 120,000 Ordinary, all of £1 each. The Directors are seven in number. S. Storey (formerly M.P. for Sunderland) is Chairman and the others are F. G. H. Storey, Ethel M. H. Webster, C. H. Niven, T. Dangerfield, S. Furness and J. Henderson. Of the Ordinary shares over 64,000, or a controlling interest, are held by trusts in which S. Storey is one of the Trustees. Of the remainder some 23,000 shares belong to C. H. Niven and other holders of the same name. The Storey trusts also own a large proportion of the Preference capital.

The company is a prosperous one, with substantial liquid resources, and pays quarterly dividends.

\* \* \*

The *Southern Daily Mail*, now merged with the *Evening News*, was once owned by Lord Northcliffe. He stood as a Conservative candidate for Portsmouth in the General Election of 1895 and was one of the two unsuccessful candidates, polling 9,717 votes against the 10,451 and 10,255 cast



for the winning pair. Northcliffe, at the time, was the principal owner of the Amalgamated Press and a rich man. But it was a year before the *Daily Mail* was started, and newspaper history might have been considerably different if the result had been the other way and he had become Alfred Harmsworth, M.P. Afterwards, according to one of his biographers, Hamilton Fyfe, he said that the memory of the election was like a nightmare !

## PRESTON

*Lancashire Daily Post (E)*

ESTABLISHED 1886. Circulation 100,310. Owned by Provincial group.

## SCARBOROUGH

*Scarborough Evening News*

ESTABLISHED 1876, and later incorporated *Scarborough Daily Post*. Independent. Circulation 10,036.

Owned by Scarborough & District Newspapers, Ltd., which has a capital of £40,000. The three Directors are F. C. Whittaker, C. M. Whittaker and J. M. Whittaker and the whole of the capital belongs to the family of that name, who have been associated with the paper from its foundation.

## SHEFFIELD

*Sheffield Telegraph* (M)

*Star* (E)

ESTABLISHED in 1855 as the *Sheffield Daily Telegraph*, the success of this morning paper dates back to 1864, when Frederick Clifford, K.C., and William Christopher Leng became joint proprietors.

Leng, who was a brother of John (afterwards Sir John) Leng, editor of the *Dundee Advertiser*, served for some time on that paper as a leader writer. He arrived in Sheffield at the time when ruffians, who had allied themselves to the trade union movement, were committing all sorts of outrages and acts of violence. Leng set to work to expose those responsible and in 1867 a Royal Commission sat at Sheffield. As a result a number of offenders were brought to justice and received severe sentences.

While he was engaged in this exposure Leng did something which no editor in this country has ever been compelled to do before or since—he kept a loaded revolver on his desk. Every night he was escorted home by the police.

He became Sir William Leng in the Jubilee year of 1887.

\* \* \*

There was another morning paper in Sheffield called the *Independent*, inferior in sale and influence to the *Telegraph*. It was bought by the Westminster group and there followed a ding-dong battle between the two, each claiming the larger sale. The *Telegraph*, however, under the control of Sir Charles Clifford, fought off the competition and maintained its leading position.

The Westminster group started an evening paper in Sheffield in 1920 as a rival to the *Star*, which was in the same ownership as the *Telegraph*. As in the case of the morning papers there was a long fight, but the *Mail* failed to make any impression on the sale of its rival or to establish a place for itself.

Allied (now Kemsley) Newspapers bought the *Telegraph*

and *Star* in 1925 and later became the owners of the *Independent* and *Mail*. The latter was merged with the *Star*. The *Independent* was maintained as a separate publication until 1938 when, as the result of the heavy losses it continued to make, it was amalgamated with the *Telegraph*. Today the latter has a circulation of 128,223.

When the London *Daily Telegraph* started a Sunday edition in 1899 under the title of *Sunday Daily Telegraph* the proprietors of the Sheffield paper applied for an injunction to prevent the title being used on the grounds that it would lead to confusion in the public mind but the application was refused.

The evening *Star*, established in 1887, has a sale of 185,748.

## SOUTH SHIELDS

### *Shields Gazette (E)*

ESTABLISHED 1849, as a weekly and later turned into a daily. Circulation 28,963. One of the Westminster group.

## SOUTHAMPTON

### *Southern Daily Echo (E)*

THE important and growing town of Southampton has one evening paper, established in 1887. It is Independent in its political views. Needless to say it has been a profitable undertaking for many years and has produced off-shoots in Bournemouth and Weymouth.

All three papers are owned by a company called Southern Newspapers, Ltd., which has an issued capital of £242,080, all in £1 shares. Like so many provincial newspapers the ownership is largely spread among local families.

There are four Directors, Robert Perkins (Chairman), G. F. Perkins, H. Parsons and A. E. Jones (General Manager). The Perkins family, of which there are a great number, have nearly 32,000 shares, the Kings 16,000, the Abbotts 10,500, the Burnetts nearly 9,000, the Dominys

## NEWSPAPERS OF THE PROVINCES

8,000, the Goldsmiths 7,000, the Swaynes 6,500, Mrs. M. H. Budden 8,500, and so on. There are still other family holdings and they, with a few other fairly substantial shareholders, account for more than two-thirds of the capital.

Circulation stated to be in excess of 67,000.

## STOKE-ON-TRENT

*Evening Sentinel*

ESTABLISHED 1873. Circulation "in excess of 100,000."  
One of the Daily Mail group.

## SUNDERLAND

*Sunderland Echo (E)*

ESTABLISHED 1873. Independent. Circulation 66,685.  
Owned by Portsmouth & Sunderland Newspapers, Ltd.

## SWINDON

*Evening Advertiser*

ESTABLISHED 1898, and has a circulation of 22,435. One of the Westminster group.

## TORQUAY

*Herald and Express*

ESTABLISHED 1921, and one of the youngest evening papers. Independent. Circulation 21,859. Owned by Western Morning News Company of Plymouth.

## WEYMOUTH

*Dorset Daily Echo (E)*

ESTABLISHED 1921, and is an off-shoot of the *Southern Daily Echo* of Southampton. Circulation figures not published. Independent. Owned by Southern Newspapers, Southampton.

## WOLVERHAMPTON

*Express and Star (E)*

ESTABLISHED in 1874. This is one of the important evening papers of the Midlands with a circulation of 173,433, second only in that area to the *Birmingham Mail*.

It is owned by the Midland News Association, which has an issued capital of £39,200. This is divided into 176 "A" Ordinary shares and 216 "B" 12% Preference, all of £100 each.

The three Directors are J. D. Graham (Chairman), Malcolm Graham (Managing Director and also a Director of Reuters) and A. L. Blamer.

J. D. Graham is the nephew of the late Norval B. Graham, who was very well known in the newspaper world. He is the owner of forty-three of the Ordinary shares, the Executors of his uncle have seventy-four and Malcolm Graham has fifty-eight. There is one share in the name of Clarice A. Graham, so that the family own the whole of the Ordinary capital.

## WORCESTER

*Evening News and Times*

ESTABLISHED 1880. Incorporated the *Worcester Evening News*, which was started as recently as 1935. It is owned by Berrows Newspapers, Ltd., which company also owns *Berrows Worcester Journal*, said to be the first paper in the country to make its appearance in regular weekly form. This was in 1690, after which date there was an interregnum of a few years, but from 1701 onwards it has been published every week without break.

The circulation of the *Evening News* is now in the neighbourhood of 32,000.





SIR HAROLD HARMSWORTH  
*Western Morning News,*  
*Western Evening Herald (Plymouth),*  
*Express and Echo (Exeter), etc.*



MALCOLM GRAHAM  
*Express & Star (Wolverhampton)*



E. INFIELD WILLIS  
*Sussex Daily News, Evening Argus (Brighton),*  
*Evening Argus (Hastings)*



F. VERNON HEWITT  
*Leicester Mercury*

## NEWSPAPERS OF THE PROVINCES

The issued capital of the company owning these two journals is £110,626, of which £86,626 is in Preference shares and £24,000 in the form of 480,000 Deferred shares of 1s. each. There is a large holding of the Preference capital, £61,369, in the name of Branch (Westminster Bank) Nominees, but, as is usually the case, these shares carry no votes. Of the Deferred, J. S. Griffiths and T. R. Jones have 230,000 each and A. F. Lane the remaining 20,000. These three holders also constitute the Board of Directors.

## WORKINGTON

### *Cumberland Evening Star and Mail*

ESTABLISHED 1914. Independent. Circulation 12,146.

Owned by Workington Star, Ltd., which has an issued capital of £6,506 in £1 Ordinary shares. The four Directors are all local and so are most of the shareholders, with no one holding being large enough to give control.

## YORK

### *Yorkshire Evening Press*

ESTABLISHED 1882. Circulation 50,917. One of the Kemsley group.





# NEWSPAPERS OF WALES

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## CARDIFF

*Western Mail* (M)

*South Wales Echo* (E)

THERE were until 1929 two morning and two evening papers published in Cardiff, the *Western Mail* and *Evening Express* being one pair, and the *South Wales Daily News* and the *Echo* the other.

For the reasons stated on page 67 the two morning papers were amalgamated and the same thing happened with the evening editions. The papers remaining are the *Western Mail* and the *South Wales Echo*.

The *Western Mail* is the only morning paper published in Wales and has a circulation throughout the Principality. Indeed it can fairly be described as the national paper of Wales. Lord Riddell, Lord Rhondda and Lord Buckland were, in succession, the largest shareholders. The *Echo* is easily the most popular evening paper in South Wales and Monmouthshire and has occupied that position since long before the turn of the century.

Sir Robert Webber, who is one of the well-known figures in newspaper circles, is the Managing Director and has been for many years.

The latest figure for the *Western Mail* is 85,653, and that of the *Echo* 158,819.

Both papers belong to the Kemsley group.

## \*NEWPORT (MON.)

### *South Wales Argus (E)*

ESTABLISHED 1892 by Sir A. Garrod Thomas. Independent. Owned by South Wales Argus, Ltd. About 70% of the 14,612 £1 Ordinary in issue belongs to the Executors of the founder and members of his family. Circulation figures not published.

## SWANSEA

### *South Wales Evening Post*

UP to 1929 there were two evening papers published in Swansea, each struggling for existence, the *Post* and the *Cambria Daily Leader*. The *Leader* was far and away the older of the two papers, having been established as far back as 1861. The *Post* was established as a rival paper about 30 years later and at one time was kept going by the late Lord Melchett when, as Sir Alfred Mond, he was the Member of Parliament for the town.

The two papers were purchased in 1929 by Northcliffe Newspapers and the combined journal is now one of the Daily Mail group. The circulation is "in excess of 65,000."

\* Although published in Monmouthshire, the *South Wales Argus*, as its name implies, circulates largely across the Border. It has therefore been included as one of the NEWSPAPERS OF WALES.





SIR EDMUND FINDLAY

*Scotsman, Evening Dispatch* (Edinburgh)

# NEWSPAPERS OF SCOTLAND

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## ABERDEEN

*Press and Journal* (M)

*Evening Express*

THE two Aberdeen papers are *Press and Journal*, a morning newspaper, and the *Evening Express*. Both are the property of Kemsley Newspapers.

Some years ago there were two morning newspapers and two evening papers. The *Aberdeen Journal* and the *Evening Express* (Conservative) and the *Aberdeen Free Press* and the *Evening Gazette* (Liberal). As in the case of so many other towns where there have been two groups of this character, one had the successful evening paper and the other the successful morning. In this case the *Evening Express* was much ahead of its rival. The *Journal* for many years was well behind the *Free Press* in circulation ; but before the fusion of the two morning papers, it had actually a larger sale than the Liberal paper.

Evening papers in the provinces and in Scotland, for a long time now, have been invariably more prosperous than the mornings and Aberdeen was no exception.

Finally there was a fusion of the two owning companies and a joint board. The title of *Press and Journal* was adopted for the combined morning paper and the *Evening Gazette* just dropped out. Later the *Free Press* Directors retired and their holdings were purchased by the other side. All this happened long before the papers became the property of a national group.

Although there is no copy extant the weekly fore-runner of the *Aberdeen Journal* is said to have had its first number on 18th April, 1746, which issue was mainly a chronicle of the battle of Culloden fought two days previously. File copies of the paper exist from January, 1748.

The circulation of the *Press and Journal* is 58,794, and that of the *Evening Express* 80,540.

## DUNDEE

*Courier and Advertiser* (M)      *Evening Telegraph and Post*

THE ancient city of Dundee has a morning paper—the *Courier and Advertiser*, and an evening paper—the *Evening Telegraph and Post*. The titles signify an amalgamation in each case. The morning paper is published by John Leng & Co., Ltd. “for the proprietors, D. C. Thomson & Co. and John Leng & Co.” The evening paper belongs to D. C. Thomson & Co. and, like the morning *Courier*, is Independent. Neither paper issues a circulation certificate.

The morning *Courier*, established as a weekly in 1816, and the evening *Telegraph*, established in 1877, were the property of the Lengs. The morning *Advertiser*, dating back to 1801, and the evening *Post*, established in 1900, belonged to the Thomson family.

The Thomsons own a Sunday paper, the *Sunday Post*, published in Glasgow. They are also the publishers of a large number of periodicals.

The capital of D. C. Thomson & Co. consists of 180,000 Ordinary shares of 6s. 8d. each. David Couper Thomson (Chairman), W. H. Thomson and S. C. Thomson are the three Directors and each owns 30 shares. Of the balance 179,580 are owned by the British Distribution Co., of 19, Fleur-de-Lys Court, Fetter Lane, E.C.

This company, in turn, has a capital of £3,600, divided into 2,400 “A” shares and 1,200 “B” shares. There are six Directors, D. C. Thomson, W. H. Thomson, S. C. Thomson, C. I. B. Walker, W. C. Leng and N. A. Pattullo. The first four are appointed by the holders of the “A” shares and the last two by holders of the “B” shares. The 2,400 “A” shares are owned by the Thomson and Walker families. The “B” shares are also in family groups, with the Leng family owning 400, the Pattullo family 400, the Nairn family 315, and Major A. L. F. Gordon 85.

The capital of John Leng & Co. is £120,000 divided into 180,000 Ordinary and the same number of Preference shares all 6s. 8d. nominal value. British Distribution Co. owns 176,400 of each kind and the other holders are very much the same as in D. C. Thomson & Co.

## EDINBURGH

*Scotsman* (M)      *Evening Dispatch*      *Evening News*

ALTHOUGH Edinburgh has fewer newspapers than Glasgow, the capital of Scotland has a great reputation for the reading matter it has produced. *Blackwood's Magazine* was founded in 1817 and *Chamber's Journal* in 1832 and these products of Victorian days are among the few journals of that era and class existing today.

The story of Edinburgh's political newspapers is much more chequered. There was Hugh Miller's non-Intrusion *Witness*, a champion of the Disruption, and within the memory of this generation there was the *Courant*, also the organ of the Free Church of Scotland, which was conducted on strict Sabbatarian lines—so strict that compositors and other workers were not allowed to start work on the Monday issue until after midnight on Sunday.

Started in 1817, the *Scotsman* became a daily in 1855, and in Scotland is probably considered to be *the* national newspaper. Its position was established by a series of brilliant editors under the Findlay and Law families, which have owned and conducted the paper for generations.

Edinburgh has two evening newspapers, the *Evening News* (1873) and the *Evening Dispatch* (1886). The *Dispatch* is the evening companion to the *Scotsman* and for some years it had a struggle against the strong, well-run Leftish rival, the *News*, which belongs to the Provincial group. The *News* had a great advantage in being first in the field and having an overwhelming number of columns of small advertisements. The *Dispatch*, like the *Scotsman*, issues no sales certificate ; the *Evening News* has a circulation of 143,051.

Today the Scotsman Publications, Ltd., has a capital of £6,680 in £1 Ordinary and £305,882 in 10% £1 Preference shares. Of the Ordinary shares 4,008 are the property of Sir Edmund Findlay, 1,670 belong to his brother, Peter Findlay, and 1,002 to Colin Neil Mackinnon, a member of the Law family. These three constitute the Board of Directors. Nearly the whole of the Preference capital is in three of four Trusts of the Findlay family.



## GLASGOW

*Bulletin* (M), *Glasgow Herald* (M), *Evening Times*,  
*Daily Record* (M), *Evening News*, *Sunday Mail*,  
*Evening Citizen*, *Sunday Post*

It used to be said that with the printing of editions of London papers there, Manchester was the cock-pit of newspaper competition. Today it looks as though Glasgow will run it hard for that description.

There are now published there three morning papers, three evening papers and two Sunday papers. The *Bulletin*, *Herald* and *Evening Times* are published by George Outram & Co., Ltd.; the *Daily Record*, *Evening News* and *Sunday Mail* by Kemsley Newspapers. The third evening paper is the *Evening Citizen*, issued and controlled by London Express Newspapers, but of which Outrams own 49%. The *Sunday Post* is owned by D. C. Thomson & Co. of Dundee.

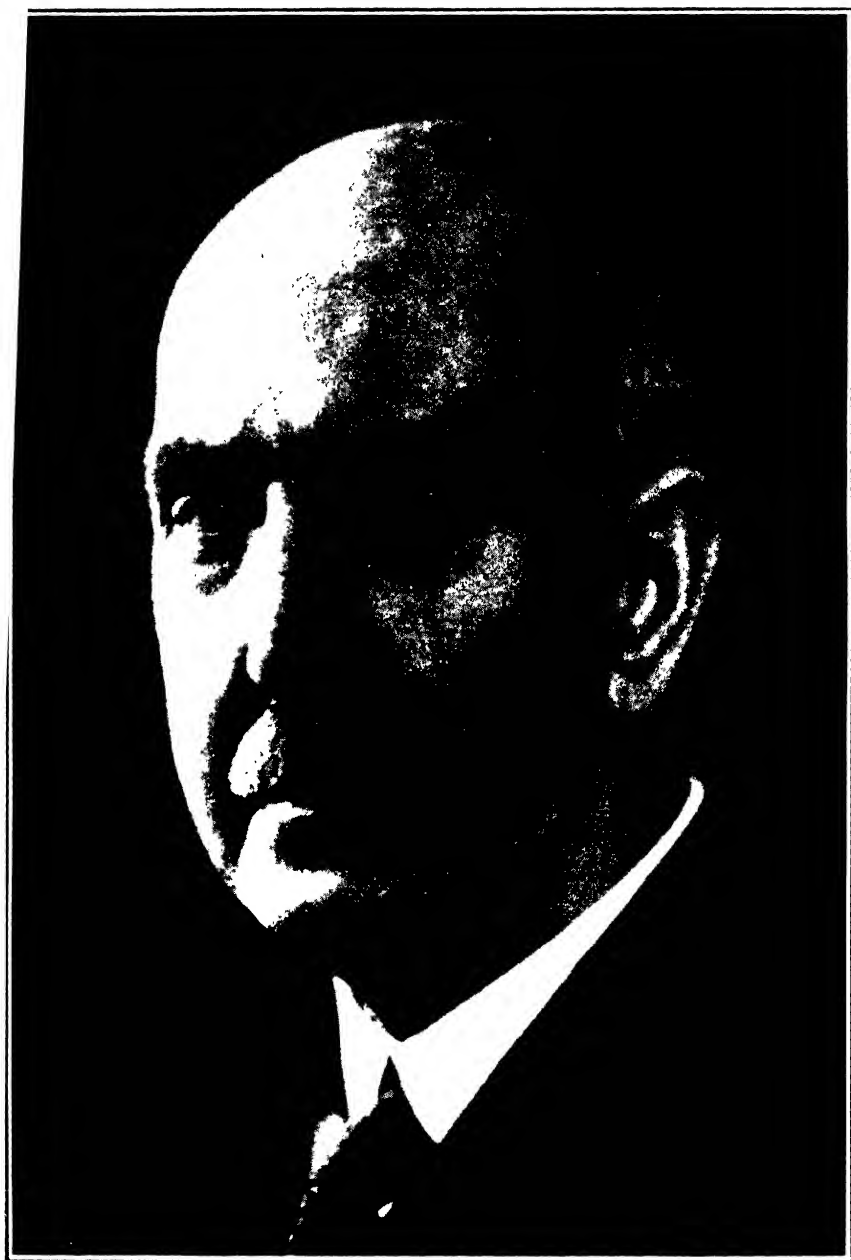
In addition one London paper, the *Daily Express*, has printed an edition in Glasgow since 1928 and now issues 536,346 copies daily of what is called the *Scottish Daily Express*. (This sale figure is included in the circulation certificate of the *Daily Express* itself.)

Outrams were formerly the owners of the *Evening Citizen*. The *Express* announced its intention of starting an evening paper in Glasgow. Negotiations between the two firms resulted in Outrams selling to the *Express* a controlling interest in the *Citizen*.

\* \* \*

Some months ago the *Daily Herald* acquired a building which is to be the home of its Scottish edition as soon as the plant can be installed. The *News Chronicle* is credited with a similar idea, while the *Daily Mail* has located itself, at any rate for the time being, at Edinburgh. The *Daily Mirror* may also come to Glasgow, so that it is certain that newspaper competition in Scotland is going to be considerable.





A. McL. EWING  
*Glasgow Herald, Bulletin, Evening Times*

## NEWSPAPERS OF SCOTLAND

The *Glasgow Herald* is, of course, one of the outstanding papers in Scotland, and was founded in weekly form as far back as 1783. It has a sale of 91,317 daily at twopence and is widely read by serious-minded people. The *Bulletin*, on the other hand, is a penny paper of the smaller size catering for the multitude (sale 166,603). The *Evening Times* has easily the largest evening circulation in Scotland, selling 322,555, which is the second highest outside London.

\* \* \*

Of the Kemsley group the *Record* is the morning paper, published in "tabloid" size, with a sale of 374,190 daily. It was established by the Harmsworths in 1895, a year before the *Daily Mail* made its appearance. The *Evening News* has the second of the evening paper sales at 176,516.

The *Sunday Mail*, with 567,728 circulation, is one of the two Sunday papers issued in Glasgow and sells all over Scotland.

The other is the *Sunday Post*, established by Messrs. Thomson of Dundee in 1914. This paper also circulates throughout Scotland, but no certificate of sales is published.

The *Evening Citizen* has a circulation of 162,456 a day.

\* \* \*

Outrams' Directors are all local men. The Chairman is James Gourlay, who is also Deputy Governor of the Bank of Scotland. The Deputy Chairman, A. M. Macgeorge, is a partner in a well-known stockbroking firm, S. M. Penny and Macgeorge. Another Director, Col. Norman Kennedy, is a member of the Board of the Bank of Scotland and of the Scottish Committee of the London, Midland and Scottish Railway. J. S. Muirhead is on the Board of the Edinburgh Assurance Company and several Trust and Insurance companies. B. B. Morrison is the Managing Director; two others on the Board are Robert Gourley and A. McL. Ewing. The latter was for many years Managing Director and still takes a very active part in the affairs of the company. He was one of the original Directors of the Newsprint Supply Company and represents the Press Association as one of the Trustees of Reuters.

The Outram company dates back to 1903. Its issued capital is £438,111 in 10s. units. Over a period of now nearly half a century the company has pursued a cautious financial policy, with the result that today its balance sheet is a very strong one. The shares are widely held. The largest holders are Col. Kennedy (a Director) and Mrs. M. E. Bonnar each with 20,000 units. The Directors have about 34,000 units in their names. Based on the market quotation, the total value is about £3 $\frac{3}{4}$  million.

## GREENOCK

### *Greenock Telegraph (E)*

ESTABLISHED 1857 and recently celebrated its 90th anniversary number. It is owned by a private partnership, trading under the name of Orr, Pollock & Co., the partners being R. J. Erskine Orr and his wife Mrs. Alice A. Orr. Circulation 24,127. Liberal.

## P AISLEY

### *Paisley Daily Express (E)*

ESTABLISHED in 1874 and owned by W. A. Lochhead, Ltd. The issued capital is £19,000 of which £13,000 is in Ordinary and £6,000 in Preference shares. D. C. Lochhead owns 12,000 of the former shares and half the balance of both classes is in the hands of the family of that name. Liberal.

Circulation is stated to be approximately 20,000.

# NEWSPAPERS OF NORTHERN IRELAND

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## BELFAST

*Irish Daily Telegraph* (M)

*Belfast Telegraph* (E)

*Irish News* (M)

*Belfast News-Letter* (M)

*Northern Whig* (M)

BELFAST is unique in its newspapers ; it has four morning papers and one evening. Glasgow, which has three, is the only other town in the United Kingdom outside London with more than two ordinary morning newspapers.

The Ulster capital is also the only town with two or more morning papers and only one evening paper. It is a curious position, probably the result of the great political battles which have taken place in Belfast. In the past at any rate the paper issued in the morning was of the greater political influence, particularly at the time of elections. How far this obtains today is doubtful.

To sort out the four morning papers in Belfast, the oldest is the *News-Letter*, which claims descent from as far back as 1737 as a weekly. It became a daily in 1855. The *Northern Whig*, the next oldest, started life in 1824 and became a daily in 1857. Then came the *Irish News* in 1855, the year the Newspaper Stamp Tax was repealed, and finally the *Irish Daily Telegraph*, established in 1904 by W. & G. Baird, Ltd.

The *News-Letter*, *Northern Whig* and *Belfast Telegraph*

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

are described as Unionist in politics, the *Irish Daily Telegraph* as Independent and the *Irish News* as Nationalist.

\* \* \*

The *News-Letter* (1½d.) is owned by Belfast News-Letter, Ltd., which has a capital of £87,000 in £10 shares. The Directors are J. Henderson, Commander Oscar Henderson and Captain R. L. Henderson, and they, with other members of the family, own the whole of the shares. No certificate is issued but a sale in excess of 30,000 is thought to be near the mark. J. Henderson is a Trustee of Reuters.

The *Northern Whig* is another family concern. In this case the capital is £49,600, and the three Directors are J. Cunningham, D. McC. Cunningham and J. G. Cunningham. They and other members of the Cunningham family are the only shareholders. Circulation stated as "over 52,000."

The *Irish News* claims to be the only paper in Northern Ireland to reach the Catholic community. It is owned by Irish News, Ltd., which has a capital of £11,363 in £1 Ordinary shares. The Directors are Daniel M'Sparran, James F. Fitzpatrick and Robert Kirkwood. The first two are among the principal holders, having 881 and 787 shares respectively. The other considerable holder is Mrs. Alice Edith Hill with 1,185. In all there are over 450 shareholders. Sale estimated to be about 30,000.

\* \* \*

W. & G. Baird, Ltd., own the only evening paper, the *Belfast Telegraph*, as well as the morning *Irish Daily Telegraph*. This company has an issued capital of £149,600, of which all but £4,000 is in Ordinary shares. There are two Directors, Sir William Baird and James McQuitty. The former is practically the sole proprietor and, with the exception of £2,080, is the owner of the whole of the Ordinary capital.

So far as circulations go, the *Belfast Telegraph* claims the largest sale in Northern Ireland and there is every reason to believe that this is correct. No certificate is issued but the figure is said to be in excess of 100,000. The *Irish Daily Telegraph* figure, similarly, is stated to be about 10,000.



H. R. GRIME  
*West Lancashire Evening Gazette*  
(Blackpool)



SIR WILLIAM BAIRD  
*Irish Daily Telegraph,*  
*Belfast Telegraph*



JAMES HENDERSON  
*Belfast News-Letter*





# NEWSPAPERS OF THE CHANNEL ISLANDS AND ISLE OF MAN

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## GUERNSEY

### *Star (M)*

### *Evening Press*

THE morning paper, the *Star*, was established in 1813, presumably as a weekly paper. Like the *Jersey Morning News* it was suspended during the war and came back to life in 1946. The owning company is the Guernsey Star & Gazette, Ltd., of which the issued capital is £8,543 divided equally into Ordinary and Preference shares of 5/- each. The largest holding of Ordinary shares belongs to Daisie Mignot with 2,837 shares. The Poat family has 1,925, Arthur C. and Dorothy M. Michael 1,600, A. Harrison (of the *Jersey Evening Post*) 1,125, J. A. Clarke 1,050 and M. E. Weatherall (Chairman and Managing Director) has 1,000. The total number of Ordinary shareholders is 33. Circulation not published.

\* \* \*

The *Evening Press* came into existence in 1879 and is owned by the Guernsey Press Co., Ltd. Of the 9,000 £1 Ordinary shares 75% belong to five local families. Circulation is 9,780.

Both papers are published at 2d.

## JERSEY

### *Morning News*

THE *Morning News* was established in 1909 and is owned by a local company called the Jersey Morning News, Ltd.

The issued capital is £33,250 in £1 Ordinary shares. Of these nearly 20,000 are held by the Chairman, Major R. J. Bolitho, and a further 5,000 belong to E. Huelin, the Vice-Chairman, and his family.

The paper was not published during the war and resumed issue on 22nd June, 1946, after exactly six years of suspension.

The *Evening Post* was established in 1890. It is published by W. E. Guiton & Co., St. Helier, the sole owner being Mrs. A. E. Harrison, Rocque Berg, Samares, Jersey. Neither paper issues a circulation certificate.

### *Evening Post*

## DOUGLAS, ISLE OF MAN

### *Isle of Man Daily Times (E)*

ESTABLISHED in 1861. Independent. Owned by Brown & Sons, Ltd., which has a capital of £10,547 in Ordinary and £7,276 in Preference shares. George J. A. Brown is the Managing Director and the other three Directors are members of that family.

The share capital is largely owned by the Brown family.

The circulation is stated as approximately 2,000.

## SOME NOTES ON THE PERIODICAL PRESS

SOMEWHAT surprisingly, and at the last minute, the Commission now sitting was given terms of reference which include enquiry into the periodicals of the country as well as the newspaper press.

The Commission appears to have had no difficulty in deciding how far it can go in this direction. On 20th June a formal announcement was issued to the effect that it was not proposed to ask the proprietors of trade, technical, specialised or religious journals to submit evidence. On the other hand, evidence is to be called for from "a selection of companies" which do not fall into the category of newspaper owners "including some of those owning political periodicals."

If the Commission had decided to investigate the whole of the periodicals of the country its labours would have been arduous indeed, as periodicals outnumber newspapers many times. But there are only six that might be called "political periodicals" and they can be listed as follows :—*Economist*, *New Statesman*, *Spectator*, *Time and Tide*, *Tribune* and *Truth*.

In the following pages I have given a few particulars of each of them.

### *Economist*

TAKING them in alphabetical order there is first of all the *Economist*. This is an old-established weekly which draws most of its advertising revenue from reports of company meetings and financial advertising generally. It was founded in 1843 and first edited by James Wilson (1843–1859). He was succeeded by Walter Bagehot, who was editor 1859–1877. In later years Lord Layton occupied the editorial chair for a number of years before he joined the *News Chronicle*. The present editor is Geoffrey Crowther. Mr. Crowther is also a Director of the Commercial Union Assurance Co.

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

The *Economist* has a field of its own. It is known and read in many countries, particularly in America.

Many people disagree with the views it expresses, but its wide survey of international affairs commands great attention.

In the Articles of Association of the company there is a provision that the appointment of a new editor must receive the approval of four Trustees. The Trustees today are Lord Beveridge, Sir Charles Hambro, Sir Alan Anderson and Sir Oliver Franks. Further, the agreement shall

“impose on the Editor an obligation . . . to maintain to the best of his ability its general character and traditions and shall provide that with a view to so doing the Editor shall, from time to time, confer with the Board of Directors and that any such conference shall take place whenever either the Editor or the Board of Directors consider it desirable.”

This Article was adopted in 1938. Prior to that date the Editor was entitled to sole control of the editorial policy “to the exclusion of the Board of Directors.” The Articles also ordain that the Editor can only be relieved of his post for “fraud or gross and wilful breach of trust and duty.”

\* \* \*

*Economist Newspapers, Ltd.*, has an issued capital of £105,000, divided into 100,000 Ordinary shares of £1 each and £5,000 in 7½% Participating Staff shares. The *Financial News, Ltd.*, has half of the Ordinary shares and the remainder is owned as follows :—

|                     |       |                           |       |
|---------------------|-------|---------------------------|-------|
| Lord Brand ..       | 2,000 | C. T. Pott .. ..          | 3,000 |
| Laurence J. Cadbury | 5,000 | A. G. de Rothschild ..    | 5,000 |
| Viscount Cowdray    | 7,500 | Viscount Runciman ..      | 5,000 |
| Geoffrey Crowther   | 1,500 | Exors. of Baron Schroder  | 5,000 |
| D. E. W. Gibb       | 1,000 | Lord Simon of Wythenshawe | 4,500 |
| W. W. Greg ..       | 7,000 | H. Graham White ..        | 1,500 |
| Lord Layton ..      | 2,000 |                           |       |

In the years before the war the *Economist* held its own but was not the flourishing property it is today. The war has greatly extended its readership and the circulation today is believed to be in the neighbourhood of 35,000.

The Directors are Lord Layton (Chairman), Brendan Bracken, D. E. W. Gibb and Viscount Moore.



GEOFFREY CROWTHER  
*Economist*



B. KINGSLEY MARTIN  
*New Statesman & Nation*



H. WILSON HARRIS  
*Spectator*



## SOME NOTES ON THE PERIODICAL PRESS

### New Statesman and Nation

THE *New Statesman* has possibly the largest sale of the six political weeklies. It publishes a figure of 76,572.

The editor is B. Kingsley Martin and the policy is very distinctly Left. That is not to say that the present Government is invariably supported. Such is far from being the case, for official Socialist policy, particularly that of Ernest Bevin, is frequently the subject of sharp criticism. It would be fair to say that the paper is one with a Left policy of its own.

In days gone by the *New Statesman* did not find life so pleasant as it does today. Its position was greatly helped when the *Nation*, also finding life a struggle, was absorbed in 1931. Three years later the *Week-End Review* was merged. As a result of these amalgamations the ownership is a little involved.

There is first of all the Statesman & Nation Publishing Co., which actually publishes the paper. The Directors of this company are A. S. Rowntree, David Low, Gerald Barry, L. Woolf and J. B. Priestley. It has a capital of £33,464 in £1 Ordinary shares, nearly all of which is owned by two other companies. These are the Statesman Publishing Company, with 20,305 and the Nation Proprietary Company, with 12,183. (There are a few small holders, one of whom is David Low with 205.)

The Directors of The Statesman Publishing Co. are Glynne Williams, J. H. Roberts, David Low, R. G. E. Willison, B. Kingsley Martin, G. D. H. Cole and J. B. Priestley.

This company has a capital of 43,313 Ordinary shares of 8s. each and 436 Management shares of like value. The Articles provide that "the Management shares shall alone be entitled to vote." The principal shareholders and the full list of owners of the Management shares are shown below:—

|                      | Ordinary | Management |                     | Ordinary | Management |
|----------------------|----------|------------|---------------------|----------|------------|
| G. Bernard Shaw ..   | 2,461    | 16         | B. Kingsley Martin  | 1,853    | 23         |
| Lord Passfield ..    | 1,798    | 27         | Margaret B. Jameson | 2,471    | 29         |
| Noel Buxton ..       | 1,100    | 11         | E. M. Jameson ..    | 2,471    | 29         |
| Malcolm MacDonald    | 4,400    | 39         | Executor A. B. Bos- |          |            |
| C. W. Gillett ..     | 5,627    | 55         | well ..             | 100      | 1          |
| Agnes L. Bulley ..   | 3,600    | 6          | Joyce E. Lees-Smith | —        | 1          |
| Glynne Williams ..   | 4,071    | 46         | J. H. Roberts ..    | —        | 11         |
| David Low ..         | 3,966    | 45         | C. M. Lloyd ..      | 248      | 3          |
| Joan V. Roberts ..   | 2,218    | 23         | G. D. H. Cole ..    | —        | 1          |
| R. G. E. Willison .. | 5,824    | 69         | J. B. Priestley ..  | —        | 1          |



The other company, the Nation Proprietary, has a capital of 12,000 £1 Ordinary shares. A. S. Rowntree and J. B. Morrell (who are associated with the Westminster Press group of newspapers) have 4,957 between them, Laurence J. Cadbury 1,579, E. H. Gilpin 201, Executors of Lord Keynes 2,041, and Lord Simon of Wythenshawe 1,216. The first four constitute the Board of Directors.

\* \* \*

The Statesman Publishing Co., by reason of the larger number of shares it owns in the company which actually publishes the paper, has the voting control. In turn, it is itself controlled by those who own its Management shares.

### *Spectator*

THE *Spectator* has had a long and distinguished career. It was founded in 1828 and had as its first editor Robert Steven Rintoul, who ruled for thirty years.

In 1897 it came into the hands of J. St. Loe Strachey, father of the present Minister of Food, E. J. St. Loe Strachey, and its reputation was greatly strengthened by his vigorous conduct of the journal. He continued as editor-proprietor until 1925. Many of its weekly contemporaries in bygone days have disappeared, but the *Spectator* survives and is possibly more widely read today than ever before. Its sale has greatly increased since 1939 and it is now credited with a figure in the neighbourhood of 50,000.

The editor is H. Wilson Harris, who was elected to Parliament as the Member for Cambridge University at the last General Election. He is understood to write the weekly feature "My Notebook" under the nom-de-plume of Janus, and another of its features "Marginal Comment" is contributed by Harold Nicolson.

For some time the paper was in the charge of Sir Evelyn Wrench and he is still a substantial shareholder. The issued capital of Spectator, Ltd., is £90,610, of which £62,610 is

## SOME NOTES ON THE PERIODICAL PRESS

in Ordinary shares of £10 each and £28,000 in 5% Preference shares of similar denomination. Sir Angus Watson, of Newcastle, is the largest holder of the Ordinary shares, with 2,375, or nearly 40%. Others are Sir Evelyn and Lady Wrench 1,561, E. J. Strachey 1,017, Mrs. Mary A. N. Williams-Ellis (née Strachey) 913, H. Wilson Harris 50, the balance of 345 being divided between five holders.

The Directors are :—Sir Evelyn Wrench, Mrs. Mary A. N. Williams-Ellis, Sir Angus Watson, E. D. C. Chaplin, H. S. Janes, H. Wilson Harris, Lady Wrench.

Articles of Association adopted in November, 1946, provide that no Ordinary shares may be allotted or transferred other than to Sir Evelyn Wrench or Sir Angus Watson. Further that no person other than the two just named shall ever be allowed to become the owner of 49% of the Ordinary shares unless approval is given by a committee of six consisting of the Presidents or Chairmen of the following bodies : London County Council, Royal Society, Royal Historical Society, Law Society, Institute of Chartered Accountants, Headmasters Conference. Truly a comprehensive and variegated council.

### *Time and Tide*

*Time and Tide* is unique among the weekly reviews in that it was founded by a woman, Viscountess Rhondda. This was in 1920, two years after the first Great War.

Lady Rhondda's father was an eminent industrialist who was persuaded by Mr. Lloyd George to undertake the Food Ministry in the first Great War when that Department was very unpopular and the food question was causing great embarrassment to the Government. He made a remarkable success of the job but taxed his strength so severely that his health was undermined and he died in harness in 1918, the last year of the war.

On his death, Lady Rhondda, as his only child, became a director of the many companies in which he had been interested and was for a number of years an outstanding

figure in the business world. After founding *Time and Tide* she gradually resigned, or disposed of, her commercial interests and devoted herself entirely to the paper.

The successful promotion of a weekly of this kind is a slow and expensive matter. It takes a long time to acquire a solid footing in a field of limited appeal where circulation cannot be expected to come quickly. Until that footing has been won and the confidence of the advertiser gained, the struggle is an arduous one, as has been demonstrated by many ventures of the kind which have failed to survive. But today *Time and Tide* has conquered these difficulties and is well on its feet. Lady Rhondda is her own editor and has made the paper respected for the vigour and breadth of its views.

As with most of the weekly reviews, no certificate is issued, but the sale is understood to be in the neighbourhood of 40,000.

*Time and Tide* is nominally owned by a limited liability company, but the paper has been leased to Lady Rhondda for a number of years and she is the sole controller.

### *Tribune*

THIS is the youngest of the six weeklies enumerated on page 145 and might be reasonably termed l'enfant terrible of the group. It was started in 1937, and now has a considerable following. Aneurin Bevan was a Director and the editor until he took office in the Government in 1945. He was succeeded on the Board by his wife, Miss Jennie Lee, M.P., who retains her maiden name for journalistic and political purposes. The present editor is Jon Kimche.

The *Tribune* was started as an organ of extreme Socialist ideas. It does not always run with the Party and, like the *New Statesman*, is very critical of Ernest Bevin's views on foreign policy. In its early days Sir Stafford Cripps was said to be its chief financial supporter. There is no evidence of this in the list of shareholders, his holding being limited to ten shares.



JON KIMCHE  
*Tribune*



VISCOUNTESS RHONDDA  
*Time & Tide*



COLLIN BROOKS  
*Truth*



## SOME NOTES ON THE PERIODICAL PRESS

Tribune Publications, Ltd., is a private company and it is not possible to ascertain whether the finance necessary for the starting and maintenance, in its early days, was procured by way of an unsecured loan or gift. That it was not done in the ordinary way, by issue of share capital, is obvious from the fact that the latter amounts only to £173 in £1 shares.

The holders are :—Sir Stafford Cripps, James Mellor, Ben Green, Ellen Wilkinson (deceased), J. F. Horabin, R. J. Watson, H. J. Laski, Barbara Drake, G. R. Mitchison, Tom Southern, Victor Gollancz, John Platts-Mills, A. W. Clements, all with ten shares each ; P. Gordon Walker and A. Muriel Gordon Walker, five shares each ; James Griffiths, two shares ; H. N. Brailsford, one share.

Aneurin Bevan formerly held ten shares which he transferred to Miss Jennie Lee ; and Lady Cripps, who also had ten shares, transferred them to Michael Foot. Likewise G. R. Strauss made over his ten shares to his wife, Mrs. Patricia Strauss.

The Directors are Michael Foot, Jennie Lee and Patricia Strauss.

No certificate is issued but the sale is believed to be close to 40,000.

### *Truth*

THE late Henry Labouchere, one of the best known Members of Parliament of his day, was for some time financial editor of the *World*, a famous weekly social journal of great repute in the later part of the nineteenth century. Previously he had been a somewhat unruly member of the Diplomatic Service. A wealthy man, on leaving the *World*, he founded what was more or less a rival journal in *Truth*.

For many years the paper was prominent in the exposure of frauds of all kinds. It figured in the Courts on scores of occasions and, with one or two exceptions, won every case brought against it. Labouchere was a frequent contributor of pungent and caustic paragraphs on people and politics,

but the conduct of the paper was for many years almost entirely in the hands of Horace Voules, now dead.

In those days *Truth*, with its greyish-blue front cover, and the drawing of a symbolical figure of Truth and Justice, was a prominent feature of every mess in the British army.

On Labouchere's death the ownership went to his daughter, who married an Italian nobleman and lived in Italy. Later the paper passed into other hands. At one time the late Lord Luke was a principal, if not the sole, owner. Gradually the character of the paper has been changed and today *Truth* is very conservative in its politics and closely resembles other weeklies of opinion.

The editor is W. Collin Brooks, for some time financial editor of publications controlled by the late Lord Rothermere and closely associated with him in other directions. In Rothermere's will he was named as his literary legatee.

Truth Publishing Company, Ltd., has an issued capital of 2,900 shares, each of £10. Of these W. Collin Brooks has 1,853 in his name and therefore exercises control. He is one of three Directors, the others being S. J. Elliott and John Gray.

## NEWSPRINT IN WARTIME

IN the early days of war there were fears that a newsprint famine, and a large increase in the price of the commodity on which all newspapers depend, would drive many of the weaker papers out of existence. The outlook became worse in 1940 and the situation assumed a critical aspect.

Trouble was averted by the formation of the Newsprint Supply Co., Ltd. The origin of the company came from a conversation between Lord Kemsley and Lord Beaverbrook in which the former made the suggestion that the London newspaper proprietors should join together in a common effort to control future supplies. At a further interview, in which I joined, the idea was put in motion. Other proprietors were consulted and finally a meeting of all the London owners was held. The decision was then made to form a co-operative company, on a non-profit making basis, and to invite the principal newspapers outside London to participate.

It was at once realised that the raw materials, which go to make newsprint, would be in short supply, as the Scandinavian countries, which had previously furnished the English paper-making mills with a large proportion of these materials, were entirely cut off. Both raw materials and newsprint itself would have to be sought in Canada. A number of London and provincial papers had contracts running with Canadian mills and they agreed to suspend these in favour of a common pool. English paper-making mills had long-term contracts with Canada for the supply of pulp. The official Paper Control was approached and it was arranged that all newsprint made in this country, or imported, should be rationed to the newspapers by the Newsprint Supply Co. acting under official orders issued by the Paper Control.

\* \* \*

At the outset came the question of finance. The company would have to make itself liable for very large sums of money and would have to disburse this money in advance of payment by the newspapers individually. It was decided to create a guarantee fund of one million pounds. Each of the following



## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

made themselves liable for £100,000—*Daily Express*, *Daily Herald*, *Kemsley Newspapers*, *Daily Mirror*, *Daily Mail*, *News Chronicle*, *News of the World*, *Daily Telegraph*, *Times* and *Glasgow Herald*. A further sum of £200,000 was guaranteed by the *Liverpool Post* and *Manchester Guardian* jointly.

The first Directors were Lord Beaverbrook (Chairman), Lord Rothermere—then the Hon. Esmond Harmsworth—(Deputy Chairman), Col. the Hon. J. J. Astor, Lord Camrose, John Cowley, Major Percy Davies, Lord Kemsley, Lord Layton (then Sir Walter Layton) and Lord Southwood for the London papers, and William (now Sir William) Bailey, A. McL. Ewing, and E. Osborn for the provincial papers. Certain of the London proprietors were, of course, also representative of a number of provincial papers. Lord Beaverbrook joined the Government shortly after the Company's formation and for the major part of the war his place was taken by E. J. Robertson, general manager of the *Daily Express*.

The Directors dealt with matters of policy and set up a Rationing Committee to do the work of allotting individual rations to the papers. Stanley Bell, then general manager of the *Daily Mail*, was the first Chairman. On his resignation Lord Layton took over and occupied the post until June, 1947, when he was succeeded by Sir William Bailey.

At the request of the Board, Robert Doane, head of the International Paper Co. of Canada, agreed to lend the services of his London representative "for the duration" and George Goyder acted as manager of the company until July of this year. That post is now filled by F. P. Bishop. All through the war, and since, the Canadian mills have done their utmost for the newspapers in this country. We have reason to be very grateful to them. Mr. Doane has been their principal representative and nothing could have been fairer, or more helpful, than the attitude which he has assumed right from the day the Newsprint Supply Co. was started in 1940.

\* \* \*

The objects of the Newsprint Co. were clearly defined from the beginning. They were two in number: (1) to secure as large a supply of newsprint as war conditions

## *NEWSPRINT IN WARTIME*

permitted ; (2) to distribute that supply on a fair and orderly basis to all the newspapers of the country. The initial financial liability was undertaken by the papers I have previously named, and the basis of the distribution was that every newspaper in the country, from the smallest local weekly to the largest London consumers, should have the same proportionate ration of newsprint. The Board decided the method and its Rationing Committee worked out the details.

In the working out of the complicated details of such a scheme there have inevitably been differences of opinion, but it cannot be denied that the Newsprint Company has been of inestimable value to the newspapers of the country.

\* \* \*

The future of newsprint would seem to be attended by almost as many difficulties as it was in wartime. It is likely to be a long time before this precious newspaper commodity will be freely available, at any rate in this country. Canada, which is far and away the largest source of supply, is doing her best to help us, but the demand from the United States and the dearth of dollars on our side make the future difficult to see.

The end of the Newsprint Supply Co. is, therefore, not yet. On the other hand, it is not too impossible to imagine that the mal-distribution of the basic material for a free Press will eventually become a matter for the United Nations. While some countries continue to be almost starved of newsprint, others, and of course most notably the United States, are making use of it on a full pre-war basis—and sometimes even more than that.

If we are to have an educated and informed Democracy we cannot do without an efficient Press. The newspapers published in Europe today are hardly large enough to merit the name, and even in this country are so attenuated in size that it is quite impossible for them to keep their readers fully apprised of the rapid march of great events.

## LONDON NEWS-AGENCIES

MR. ATTLEE, in announcing the terms of reference for the Commission, included the news-agencies as within the scope of the enquiry.

It is difficult to see what there is to enquire into concerning these agencies. The facts about their ownership, control and policies have been frequently published and I retail them here just to complete the picture.

First there is the Press Association which is the great home-news gatherer. It is owned by the morning and evening papers of the provinces and its news service is taken also by all the London papers. The control is exercised by representatives of the provincial newspapers who hold office as Directors for periods of seven years at a time. There are no outside shareholders and no extraneous influence of any sort.

Then there is Reuters, which is an agency for the supply to papers here of news arising outside this country and which sends news from here to nearly the whole world.

Up to the early part of this year Reuters was owned in equal halves by the Press Association and members of the London Newspaper Proprietors Association. There was a Reuter Trust which consisted of four Trustees from each side with Sir Lynden Macassey as an independent Chairman nominated by the Lord Chief Justice.

Australian and New Zealand papers have now been added to the partnership, with similar rights of representation on the Board of Trustees and the Board of Directors.

The Trust Deed provides that Reuters shall never pass into the hands of one interest or group, that its integrity, independence and freedom from bias shall at all times be preserved and that it shall be so administered as to give an unbiased and reliable news service.

The Trustees are as follows :—Sir Lynden Macassey (Independent Chairman), Colonel the Hon. J. J. Astor, Lord Camrose, A. G. Cousins, Lord Kemsley (London Newspapers Proprietors' Association), Sir William Bailey, A. McL. Ewing, James Henderson and Allan Jeans (Press

## LONDON NEWS-AGENCIES

Association) ; Sir Cecil Leys (New Zealand) and Sir Keith Murdoch (Australia).

The Board of Directors consists of :—H. Guy Bartholomew (*Daily Mirror*), Malcolm Graham (*Express and Star*, Wolverhampton), H. R. Grime (*West Lancashire Evening Gazette*, Blackpool), R. A. G. Henderson (*Sydney Morning Herald*) (representing Australia and New Zealand), Lord Layton (*News Chronicle*), Lord Rothermere (*Daily Mail*) and J. R. Scott (*Manchester Guardian*).

Money-making is not the primary object of either the P.A. or Reuters and the same may be said of the American agencies named below. Reuters has made great developments since the war. It has entered new fields and revived connections in old ones. It is the only Empire news service we have and the further extension of its ownership in other British lands cannot but be a sound policy.

\* \* \*

One other British news-agency of some size is the Exchange Telegraph Company, which supplies a general service and is privately owned. In certain directions it works closely with the Press Association. There are also a number of smaller news-agencies who confine themselves to special subjects, sport, law, finance, etc.

\* \* \*

There are two American agencies which operate here on a general scale and whose services are taken by most London and many provincial papers, the Associated Press of America, and the British United Press (the latter being the English branch of United Press of America). Both are owned and controlled by American newspaper proprietors.

The news broadcast by the B.B.C. comes mainly from the agencies named.

## APPENDIX

### *Spread of the Papers*

NUMBERS OF MORNING, EVENING AND SUNDAY NEWS-PAPERS published in the United Kingdom, including Northern Ireland, the Channel Islands and Isle of Man.

|                            |    |    |    |    | <i>Morning</i> | <i>Evening</i> | <i>Sunday</i> | <i>Total</i> |
|----------------------------|----|----|----|----|----------------|----------------|---------------|--------------|
| LONDON                     | .. | .. | .. | .. | 12             | 3              | 9             | 24           |
| ENGLAND (excluding London) | .. |    |    |    | 19             | 65             | 5             | 89           |
| WALES                      | .. | .. | .. | .. | 1              | 3              | —             | 4            |
| SCOTLAND                   | .. | .. | .. | .. | 6              | 9              | 2             | 17           |
| NORTHERN IRELAND           | .. | .. |    |    | 4              | 1              | —             | 5            |
| CHANNEL ISLANDS AND I.O.M. | .. |    |    |    | 2              | 3              | —             | 5            |
| UNITED KINGDOM TOTAL       | .. | .. |    |    | 44             | 84             | 16            | 144          |

### *Towns with one Evening Paper and no Morning Paper*

There are 84 evening papers. The following 48 towns have but one evening and no morning paper.

|                 |                |                     |
|-----------------|----------------|---------------------|
| Barrow          | Hartlepool     | Scarborough         |
| Bath            | Hastings       | South Shields       |
| Blackburn       | Huddersfield   | Southampton         |
| Blackpool       | Hull           | Stoke-on-Trent      |
| Bolton          | Kettering      | Sunderland          |
| Bournemouth     | Lincoln        | Swindon             |
| Burton-on-Trent | Middlesbrough  | Torquay             |
| Cambridge       | Newport (Mon.) | Weymouth            |
| Carlisle        | North Shields  | Wolverhampton       |
| Cheltenham      | Northampton    | Worcester           |
| Coventry        | Nuneaton       | Workington          |
| Derby           | Oldham         | York                |
| Exeter          | Oxford         | Swansea (Wales)     |
| Gloucester      | Penzance       | Greenock (Scotland) |
| Grimsby         | Portsmouth     | Paisley             |
| Halifax         | Preston        | Douglas (I.O.M.)    |

## APPENDIX

### *Towns with two or more Newspapers*

There are twenty-four towns in Great Britain, Northern Ireland and the Channel Islands with two or more newspapers (daily or evening). The following table shows also the names of those towns, not included in the list on the opposite page, which publish evening papers :—

|            |    |    |    | <i>Morning<br/>Papers</i> | <i>Evening<br/>Papers</i> | <i>Sunday<br/>Papers</i> |
|------------|----|----|----|---------------------------|---------------------------|--------------------------|
| Aberdeen   | .. | .. | .. | 1                         | 1                         | —                        |
| Belfast .. | .. | .. | .. | 4                         | 1                         | —                        |
| Birmingham | .. | .. | .. | 2                         | 2                         | 1                        |
| Bradford   | .. | .. | .. | 1                         | 1                         | —                        |
| Brighton   | .. | .. | .. | 1                         | 1                         | —                        |
| Bristol .. | .. | .. | .. | 1                         | 2                         | —                        |
| Cardiff    | .. | .. | .. | 1                         | 1                         | —                        |
| Dundee     | .. | .. | .. | 1                         | 1                         | —                        |
| Darlington | .. | .. | .. | 1                         | 1                         | —                        |
| Edinburgh  | .. | .. | .. | 1                         | 2                         | —                        |
| Glasgow    | .. | .. | .. | 3                         | 3                         | 2                        |
| Guernsey   | .. | .. | .. | 1                         | 1                         | —                        |
| Ipswich    | .. | .. | .. | 1                         | 1                         | —                        |
| Jersey ..  | .. | .. | .. | 1                         | 1                         | —                        |
| Leeds ..   | .. | .. | .. | 1                         | 2                         | —                        |
| Leicester  | .. | .. | .. | —                         | 2                         | —                        |
| Liverpool  | .. | .. | .. | 1                         | 2                         | —                        |
| London     | .. | .. | .. | 12                        | 3                         | 9                        |
| Manchester | .. | .. | .. | 3                         | 2                         | 2                        |
| Newcastle  | .. | .. | .. | 1                         | 1                         | 1                        |
| Norwich    | .. | .. | .. | 1                         | 1                         | —                        |
| Nottingham | .. | .. | .. | 2                         | 2                         | —                        |
| Plymouth   | .. | .. | .. | 1                         | 1                         | 1                        |
| Sheffield  | .. | .. | .. | 1                         | 1                         | —                        |
|            |    |    |    | 43                        | 36                        | 16                       |

There are 44 morning papers in all, the other one not shown above being at Leamington. The latter is the only town in the country to have a morning paper and no evening paper. Leicester has two evening papers but no morning paper.

As will be seen, ten towns have two or more evening papers. There are only five towns, including London, which have two or more morning papers and two or more evening papers, Birmingham, Glasgow, London, Manchester and Nottingham.

There are five towns where morning papers are published with no evening papers attached to them, Belfast, Bristol, Leamington and the two towns of the Channel Islands.

## BRITISH NEWSPAPERS AND THEIR CONTROLLERS

### Alphabetical lists and circulations of the Morning, Evening and Sunday Papers of the United Kingdom.

(\* Estimated. All other figures are either certified or officially stated. N.P. Figures not published.)

#### LONDON

| MORNING PAPERS            | <i>Circulation</i> | <i>Period</i>      |
|---------------------------|--------------------|--------------------|
| <i>Daily Express</i>      | .. 3,856,963       | June, 1947         |
| <i>Daily Graphic</i>      | .. 761,668         | January-June, 1947 |
| <i>Daily Herald</i>       | .. 2,143,556       | December, 1946     |
| <i>Daily Mail</i> ..      | .. 2,007,542       | June, 1947         |
| <i>Daily Mirror</i>       | over 3,600,000     | —                  |
| <i>Daily Telegraph</i>    | .. 1,015,940       | June, 1947         |
| <i>Daily Worker</i>       | .. 121,509         | December, 1946     |
| <i>Financial Times</i>    | .. 75,000*         |                    |
| <i>Morning Advertiser</i> | .. 30,000*         |                    |
| <i>News Chronicle</i>     | .. 1,623,475       | June, 1947         |
| <i>Sporting Life</i>      | .. 69,546          | December, 1946     |
| <i>Times</i> ..           | .. 269,779         | December, 1946     |

#### EVENING PAPERS

|                         |              |             |
|-------------------------|--------------|-------------|
| <i>Evening News</i>     | .. 1,649,934 | June, 1947  |
| <i>Evening Standard</i> | .. 766,806   | April, 1947 |
| <i>Star</i> ..          | .. 1,073,866 | June, 1947  |

#### SUNDAY PAPERS

|                          |                |                    |
|--------------------------|----------------|--------------------|
| <i>News of the World</i> | .. 7,548,061   | December, 1946     |
| <i>Observer</i> ..       | .. 361,367     | December, 1946     |
| <i>People</i> ..         | .. 4,613,957   | December, 1946     |
| <i>Reynolds News</i>     | .. 675,877     | December, 1946     |
| <i>Sunday Dispatch</i>   | .. 2,059,808   | June, 1947         |
| <i>Sunday Express</i>    | .. 2,574,766   | June, 1947         |
| <i>Sunday Graphic</i>    | .. 1,154,238   | January-June, 1947 |
| <i>Sunday Pictorial</i>  | over 3,800,000 | April, 1947        |
| <i>Sunday Times</i>      | .. 556,703     | January-June, 1947 |

#### MORNING PAPERS OUTSIDE LONDON

|                            | <i>Circulation</i>   | <i>Period</i>  |
|----------------------------|----------------------|----------------|
| <i>Belfast News-Letter</i> | in excess of 30,000* |                |
| <i>Birmingham Gazette</i>  | .. .. 109,464        | December, 1946 |
| <i>Birmingham Post</i> ..  | .. .. 50,000*        |                |

## APPENDIX

### MORNING PAPERS OUTSIDE LONDON—*continued.*

|  | <i>Circulation</i> | <i>Period</i>       |
|--|--------------------|---------------------|
| <i>Bulletin</i> (Glasgow) .. ..                    | 166,603            | June–December, 1946 |
| <i>Courier &amp; Advertiser</i> (Dundee) ..        | N.P.               | —                   |
| <i>Daily Dispatch</i> (Manchester) ..              | 511,680            | January–June, 1947  |
| <i>Daily Record</i> (Glasgow) .. ..                | 374,190            | January–June, 1947  |
| <i>East Anglian Daily Times</i><br>(Ipswich) .. .. | N.P.               | —                   |
| <i>Eastern Daily Press</i> (Norwich) ..            | N.P.               | —                   |
| <i>Glasgow Herald</i> .. ..                        | 91,317             | July–December, 1946 |
| <i>Irish Daily Telegraph</i> (Belfast) ..          | 10,000*            | —                   |
| <i>Irish News</i> (Belfast) .. ..                  | 30,000*            | —                   |
| <i>Leamington Spa Morning News</i> ..              | 6,700              | June, 1947          |
| <i>Liverpool Daily Post</i> .. ..                  | 76,122             | April, 1947         |
| <i>Manchester Guardian</i> .. ..                   | N.P.               | —                   |
| <i>Morning News</i> (Jersey) .. ..                 | N.P.               | —                   |
| <i>Newcastle Journal &amp; North Mail</i>          | 164,513            | January–June, 1947  |
| <i>Northern Echo</i> (Darlington) ..               | 124,779            | December, 1946      |
| <i>Northern Whig</i> (Belfast) <i>in excess of</i> | 52,000             | —                   |
| <i>Nottingham Guardian</i> .. ..                   | N.P.               | —                   |
| <i>Nottingham Journal</i> .. ..                    | 30,960             | December, 1946      |
| <i>Press &amp; Journal</i> (Aberdeen) ..           | 58,794             | January–June, 1947  |
| <i>Scotsman</i> (Edinburgh) .. ..                  | N.P.               | —                   |
| <i>Sheffield Telegraph</i> .. ..                   | 128,223            | January–June, 1947  |
| <i>Sporting Chronicle</i> (Manchester) ..          | 32,657             | July–December, 1946 |
| <i>Star</i> (Guernsey) .. ..                       | N.P.               | —                   |
| <i>Sussex Daily News</i> (Brighton) ..             | 7,851              | July–December, 1946 |
| <i>Western Daily Press</i> (Bristol) ..            | N.P.               | —                   |
| <i>Western Mail</i> (Cardiff) .. ..                | 85,653             | January–June, 1947  |
| <i>Western Morning News</i> (Plymouth)             | 46,774             | December, 1946      |
| <i>Yorkshire Observer</i> (Bradford) ..            | 31,711             | December, 1946      |
| <i>Yorkshire Post</i> (Leeds) .. ..                | 160,597            | July–December, 1946 |

### EVENING PAPERS OUTSIDE LONDON

|  | <i>Circulation</i> | <i>Period</i>           |
|--|--------------------|-------------------------|
| <i>Bath &amp; Wilts Chronicle &amp; Herald</i> | N.P.               | —                       |
| <i>Belfast Telegraph</i> .. ..                 | 100,000*           | —                       |
| <i>Birmingham Mail</i> .. ..                   | 317,420            | June, 1947              |
| <i>Bolton Evening News</i> .. ..               | 78,388             | December, 1946          |
| <i>Bournemouth Daily Echo in excess of</i>     | 56,000             | —                       |
| <i>Bristol Evening Post</i> .. ..              | 128,979            | July–December, 1946     |
| <i>Bristol Evening World in excess of</i>      | 65,000             | September–December, 194 |
| <i>Burton Daily Mail</i> .. ..                 | N.P.               | —                       |



# BRITISH NEWSPAPERS AND THEIR CONTROLLERS

## EVENING PAPERS OUTSIDE LONDON—*continued.*

|   | <i>Circulation</i> | <i>Period</i>            |
|---|--------------------|--------------------------|
| <i>Cambridge Daily News</i> .. ..                                   | 26,880             | May, 1947                |
| <i>Chronicle &amp; Echo</i> (Northampton)                           | 42,780             | July–December, 1946      |
| <i>Citizen</i> (Gloucester) <i>in excess of</i>                     | 30,000             | September–December, 1946 |
| <i>Cornish Evening Herald</i> (Penzance)                            | N.P.               | —                        |
| <i>Coventry Evening Telegraph</i> ..                                | 86,882             | June, 1947               |
| <i>Cumberland Evening News</i> (Carlisle)                           | 17,048             | December, 1946           |
| <i>Cumberland Evening Star &amp; Mail</i><br>(Workington) .. ..     | 12,146             | January–June, 1946       |
| <i>Daily Mail</i> (Hull) <i>in excess of</i>                        | 110,000            | September–December, 1946 |
| <i>Derby Evening Telegraph in excess of</i>                         | 68,000             | September–December, 1946 |
| <i>Dorset Daily Echo</i> (Weymouth) ..                              | N.P.               |                          |
| <i>Eastern Evening News</i> (Norwich)                               | N.P.               |                          |
| <i>Edinburgh Evening News</i> .. ..                                 | 143,051            | July–December, 1946      |
| <i>Evening Advertiser</i> (Swindon) ..                              | 22,435             | December, 1946           |
| <i>Evening Argus</i> (Brighton) ..                                  | 36,593             | July–December, 1946      |
| <i>Evening Argus</i> (Hastings) ..                                  | N.P.               | —                        |
| <i>Evening Chronicle</i> (Manchester) ..                            | 270,896            | January–June, 1947       |
| <i>Evening Chronicle</i> (Newcastle) ..                             | 253,106            | January–June, 1947       |
| <i>Evening Citizen</i> (Glasgow) ..                                 | 162,456            | December, 1946           |
| <i>Evening Despatch</i> (Birmingham) ..                             | 155,794            | December, 1946           |
| <i>Evening Dispatch</i> (Edinburgh) ..                              | N.P.               | —                        |
| <i>Evening Express</i> (Aberdeen) ..                                | 80,540             | January–June, 1947       |
| <i>Evening Express</i> (Liverpool) ..                               | 110,300            | December, 1946           |
| <i>Evening Gazette</i> (Middlesbrough)                              | 100,928            | January–June, 1947       |
| <i>Evening News</i> (Glasgow) .. ..                                 | 176,516            | January–June, 1947       |
| <i>Evening News &amp; Southern Daily Mail</i><br>(Portsmouth) .. .. | 96,977             | July–December, 1946      |
| <i>Evening News &amp; Times</i> (Worcester)                         | 32,000             | December, 1946           |
| <i>Evening Post</i> (Jersey) .. ..                                  | N.P.               | —                        |
| <i>Evening Press</i> (Guernsey) ..                                  | 9,780              | July–December, 1946      |
| <i>Evening Sentinel</i> (Stoke-on-Trent)<br><i>in excess of</i>     | 100,000            | September–December, 1946 |
| <i>Evening Star</i> (Ipswich) .. ..                                 | N.P.               |                          |
| <i>Evening Telegraph &amp; Post</i> (Dundee)                        | N.P.               |                          |
| <i>Evening Times</i> (Glasgow) ..                                   | 322,555            | July–December, 1946      |
| <i>Express &amp; Echo</i> (Exeter) .. ..                            | 39,311             | December, 1946           |
| <i>Express &amp; Star</i> (Wolverhampton)                           | 173,433            | December, 1946           |
| <i>Gloucestershire Echo</i> (Cheltenham)<br><i>in excess of</i>     | 25,000             | September–December, 1946 |
| <i>Greenock Telegraph</i> .. ..                                     | 24,127             | December, 1946           |
| <i>Grimsby Evening Telegraph</i><br><i>in excess of</i>             | 40,000             | September–December, 1946 |

## APPENDIX

### EVENING PAPERS OUTSIDE LONDON—*continued.*

|   | <i>Circulation</i> | <i>Period</i>            |
|---|--------------------|--------------------------|
| <i>Halifax Daily Courier &amp; Guardian</i>                                   | 37,205             | December, 1946           |
| <i>Herald &amp; Express</i> (Torquay) ..                                      | 21,859             | December, 1946           |
| <i>Huddersfield Daily Examiner</i> ..   | 36,109             | December, 1946           |
| <i>Isle of Man Daily Times</i> .. ..  | 2,000*             | —                        |
| <i>Lancashire Daily Post</i> (Preston) ..                                     | 100,310            | July–December, 1946      |
| <i>Leicester Evening Mail</i> in excess of                                    | 45,000             | September–December, 1946 |
| <i>Leicester Mercury</i> .. in excess of                                      | 120,000            |                          |
| <i>Lincolnshire Echo</i> (Lincoln)<br>in excess of                            | 25,000             | September–December, 1946 |
| <i>Liverpool Echo</i> .. .. .   | 375,281            | April, 1947              |
| <i>Manchester Evening News</i> ..   | 250,000*           |                          |
| <i>Midland Daily Tribune</i> (Nuneaton)                                       | N.P.               |                          |
| <i>North Western Evening Mail</i><br>(Barrow) .. .. .                         | 22,098             | December, 1946           |
| <i>Northamptonshire Evening Telegraph</i><br>(Kettering) .. .. .              | N.P.               |                          |
| <i>Northern Daily Mail</i> (West<br>Hartlepool)                               | 26,993             | December, 1946           |
| <i>Northern Daily Telegraph</i> (Black-<br>burn) .. .. .                      | 88,739             | January–June, 1947       |
| <i>Northern Despatch</i> (Darlington) ..                                      | 26,080             | December, 1946           |
| <i>Nottingham Evening News</i> .. ..  | 58,747             | December, 1946           |
| <i>Nottingham Evening Post</i> .. ..  | N.P.               |                          |
| <i>Oldham Evening Chronicle</i> .. ..   | 34,000             |                          |
| <i>Oxford Mail</i> .. .. .  | 37,429             | December, 1946           |
| <i>Paisley Daily Express</i> .. ..  | N.P.               | —                        |
| <i>Scarborough Evening News</i> [ <i>&amp; Daily</i><br><i>Post</i> ] .. .. . | 10,036             | December, 1946           |
| <i>Shields Evening News</i> .. .. .   | 12,709             | December, 1946           |
| <i>Shields Gazette</i> .. .. .  | 28,963             | December, 1946           |
| <i>South Wales Argus</i> (Newport, Mon)                                       | N.P.               | —                        |
| <i>South Wales Echo</i> (Cardiff) ..  | 158,819            | January–June, 1947       |
| <i>South Wales Evening Post</i> (Swansea)<br>in excess of                     | 65,000             | September–December, 1946 |
| <i>Southern Daily Echo</i> (Southampton)<br>in excess of                      | 67,000             |                          |
| <i>Star</i> (Sheffield) .. .. .   | 185,748            | January–June, 1947       |
| <i>Sunderland Echo</i> .. .. .  | 66,685             | December, 1946           |
| <i>Telegraph &amp; Argus</i> (Bradford) ..                                    | 113,980            | December, 1946           |
| <i>West Lancashire Evening Gazette</i><br>(Blackpool) .. .. .                 | 56,175             | December, 1946           |
| <i>Western Evening Herald</i> (Plymouth)                                      | 71,723             | December, 1946           |
| <i>Yorkshire Evening News</i> (Leeds) ..                                      | 149,366            | July–December, 1946      |
| <i>Yorkshire Evening Post</i> (Leeds) ..                                      | 239,527            | July–December, 1946      |
| <i>Yorkshire Evening Press</i> (York) ..                                      | 50,917             | January–June, 1947       |

# BRITISH NEWSPAPERS AND THEIR CONTROLLERS

## SUNDAY PAPERS OUTSIDE LONDON

|   | <i>Circulation</i> | <i>Period</i>      |
|---|--------------------|--------------------|
| <i>Sunday Chronicle</i> (Manchester) .. | 1,163,670          | January-June, 1947 |
| <i>Sunday Empire News</i> (Manchester)  | 2,033,177          | January-June, 1947 |
| <i>Sunday Mail</i> (Glasgow) ..         | 567,728            | January-June, 1947 |
| <i>Sunday Mercury</i> (Birmingham) ..   | 117,605            | December, 1946     |
| <i>Sunday Post</i> (Glasgow) .. ..      | N.P.               | —                  |
| <i>Sunday Sun</i> (Newcastle) ..        | 200,403            | January-June, 1947 |
| <i>Western Independent</i> (Plymouth)   | 35,933             | December, 1946     |

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